



MACFEA
THE MALAYSIAN CONSUMER AND
FAMILY ECONOMICS ASSOCIATION

PROFILE OF MACFEA'S EXPERT

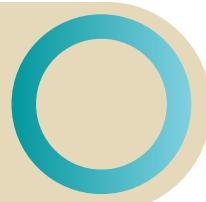


Malaysian Consumer and Family Economics Association (MACFEA)



PROFILE OF MACFEA'S EXPERTS

ABOUT MACFEA



Malaysia Consumer and Family Economy Association (MACFEA) was established as a professional association in consumer and family economics in Malaysia. The Malaysian Consumer and Economic Association (MACFEA) was officially launched by Minister of Domestic Trade and Consumer Affairs, Dato 'Abu Hassan Omar.

OBJECTIVE

1. To promote expertise and improve professional progress in the field of consumer and family economics.
2. To provide a medium for those interested in contributing to the economic well-being of consumers, families, and stakeholders to share their knowledge and perspectives.
3. To encourage research in the field of consumer and family economics and disseminate information resulting from such research and assist in policy formation.
4. To empower users towards conscientious users.
5. To collaborate with stakeholders (consumers, industry players, researchers, and policymakers) in the natural environment to achieve the vision and objective of the association.

VISION

To become a leading professional organization spearheading sustainable consumer and family economic well-being.

MISSION

Improving the well-being of consumer and family economics by becoming a referral centre for quality research and publication, consultancy and educational programs using the quintuple helix approach.



ABDUL RAHMAN BIN ZAHARI (DR.)

Universiti Tenaga Nasional, Kampus Sultan Haji Ahmad Shah,
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Expertise : Brand Equity, Corporate Social Responsibility, Renewable Energy, Smart Meter, Corporate Governance, Packaging Waste



PhD (Entrepreneurship), Universiti Malaysia Pahang (2019).
MBA (Marketing), Universiti Kebangsaan Malaysia (2009).
BBA (Hons) Marketing, Universiti Teknologi MARA (2000).



Research Projects

1. Capturing Customers' Insight for Future Needs.
2. How Serious the COVID-19 Effects Brand Equity? A Case of Top Brands in ASEAN countries.
3. Covid-19 and Corporate Reputation.

2022
(Project Leader)
2021
(Project Leader)
2021
(Project Member)



Professional Services Projects

1. Leveraging Smart Meter to Improve Customer Satisfaction and TNB's Operation: Completed Project with TNB Retail.
2. *Penceramah Kursus Asas Memulakan Perniagaan: Ahli Pelitawanis Seluruh Malaysia.*

2019
TNB
2019
TNB

Academic Publications

Abdullah, A., Yusoff, N.S., Abdul Latif, N. W., Zahari, A. R., Kaman, Z.K., Ismail, Z., and Wan Mohamad Norafi, W.H. (2021). Investigating the contributing factors of continuance use of smart meter in Melaka. In: Badioze Zaman H. et al. (eds) Advances in Visual Informatics. IVIC 2021. Lecture Notes in Computer Science, 13051, 655-664. Springer, Cham. https://doi.org/10.1007/978-3-030-90235-3_56.

Alqyasi, S.J., and Zahari, A.R. (2023). Measuring the Effect of Consumer Protection Laws on Consumer Purchase Intention with Consumer's Attitude toward Deception as a Mediator. *International Journal of Membrane Science and Technology*, 10(3), 1293-1303. <https://doi.org/10.15379/ijmst.v10i3.1703>.

Alqyasi, S.J., and Zahari, A.R. (2022). The effect of deceptive brand image on consumer purchase intention: Empirical evidence from Iraqi market. *Journal of Asian Finance, Economics and Business*, 9(6), 207-217.

Basil, F.F.A., Tamyez, P.F., Zahari, A.R., Yao L., and Ahmarofi, A.A. (2022). Packaging waste generation by households: A mixed method study. *International Journal of Environmental Studies*. DOI: 10.1080/00207233.2022.2073090.

Zahari, A.R., Esa, E., and Azizan, N.A. (2022). Assessing the Coronavirus impact on the Asean countries' top 10 most valuable brands. *Journal of Asian Finance, Economics and Business*, 9(5), 251-260.

Zahari, A. R., Esa, E, and Azizan, N.A. (2021). Logo design characteristics of the top 50 most valuable ASEAN brands: An empirical study of pre and post Coronavirus impact. *Global Business and Management Research: An International Journal*, 13(4s), 93-104.

Zahari, A. R., Esa, E, and Azizan, N.A. (2021). Top 10 most valuable brands in ASEAN countries and Coronavirus impact. *Global Business and Management Research: An International Journal*, 13(4s), 81-92.

Zahari, A.R., Esa, E., Surbaini, K.N., Nor Asshidin, N., and Abdullah, A. E. (2023). Online touchpoints and customer effort: A comparative study of government and local authorities, businesses, and domestic customers. *Nurture*, 17(3), 281-292.



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Expertise : Consumer Law and Protection



PhD (Law), University of Hull (2006).
MCL (Masters of Comparative Law), Universiti Islam Antarabangsa Malaysia (2000).
LLB (Law) (Hons), Universiti Islam Antarabangsa Malaysia (1997).



Research Projects

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|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1. Formulating A New Consumer Protection Framework in Addressing Macau Scam in Malaysia. | 2022-2024 FRGS (Leader) |
| 2. A Qualitative Case Study on the Malaysian Consumers Loan Protection in the Licensed Moneylending System in Klang Valley. | 2018-2021 PUTRA Grant (Leader) |
| 3. E-Consumers Self-Protection Model for Online Shopping. | 2017-2019 PUTRA Grant (Leader) |



Professional Services Projects

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| 1. <i>Kajian Awal Kesesuaian Penubuhan Skim Ombudsman Pengguna di Malaysia.</i> | 2019 KPDNHEP |
|---------------------------------------------------------------------------------|--------------|

Academic Publications

Afida Mastura M.A. & Elistina, A.B., Nurul Atikaf, D. & Syuhaily, O. (2021). Legal protection for online consumers and online shopping self-protection practices among Malaysian higher education institution students. *International Journal of Academic Research in Business and Social Sciences*, 11(12), 1449-1467.

Daljit K., Afida Mastura M.A., Elistina, A.B. & Husniyah, A.R. (2020). Barriers to consumer self-protection in the moneylending decision process within Klang Valley, Malaysia. *Malaysian Journal of Consumer and Family Economics*, 25(S1), 41-66.

Daljit K., Afida Mastura M.A., Elistina, A.B. & Husniyah, A.R. (2022). Regulation of the credit community and consumer sovereignty in Malaysia: The role of regulator and the NGOs. *Journal of Social Sciences and Humanities*, 30(1), 191-207.

Daljit K., Afida Mastura M.A., Elistina, A.B. & Husniyah, A.R. (2021). The stick and carrot approach to moneylenders' self-regulation in Klang Valley, Malaysia. *International Journal of Economics and Management*, 15(1), 103-116.

Fazlina, A.M., Afida Mastura M.A., & Elistina, A.B. (2023). The influence of attitude, perceived behaviour control, subjective norms and self-identity towards zero waste behaviour of consumers in the Klang Valley. *Geografia-Malaysian Journal of Society and Space*, 19(1), 152-164.

Leng, Y.Y., & Afida Mastura M.A. (2022). The influence of corporate social responsibility on consumer purchasing behaviour. *International Journal of Academic Research in Business and Social Sciences*, 12(12), 2323-2336.

Nurazlina, D., Elistina, A.B., Zuroni, M.J. & Afida Mastura M.A. (2021). The mediating effect of media on the relationship between consumer values and attitudes, self-identity, trust in the government, and consumerism practices among students of higher learning institutions. *Malaysian Journal of Consumer and Family Economics*, 27, 220-244.

Nurul Atikaf, D., Afida Mastura M.A. & Elistina, A.B. & Syuhaily, O. (2020). Determinants of self-protection practices in online shopping among students of higher education learning institution in Malaysia. *Malaysian Journal of Consumer and Family Economics*, 25(S1), 91-11.



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Expertise : Housing, Environmental Psychology, Consumer Behaviour, Education



PhD, Urban and Regional Studies (Housing), The University of Birmingham UK (1994).
M. PHIL, Urban and Regional Studies (Housing), The University of Birmingham UK (1990).
BSC. (Human Development), Universiti Putra Malaysia (1985).



Research Projects

1. Financial Vulnerability Among Households in Malaysia.
2. Developing Neighbourhood Criteria for Reducing Fear of Crime.
3. *Modul Pendidikan Pengguna.*

2016-2018 FRGS
(Project Member)
2016-2018 FRGS
(Project Leader)
2019-6/2023 MACFEA
(Member)



Professional Services Projects

1. *Kajian Semak semula Dasar Pengguna Negara.*
2. *Ketua Kajian Baseline dan Petunjuk Dasar Sains Teknologi dan Inovasi Negara (DSTIN). Kumpulan D. Pembudayaan dan Pengaplikasian STI.*

9/2020-12/2022
KPDNHEP
7/2021- 1/2023

Academic Publications

Anyanwu Hilary Chinedua, Sharifah Azizah Haron, Ahmad Hariza Hashim and Jo Ann Hoc. (2021). Consumers' attitudes towards purchase intention for local brand automobiles manufactured in Malaysia. *Management Science Letters*, Volume 11, Issue 5.

Chong, H.X., Hashim, A.H., Osman, S., Lau, J.L. and Aw, E.C.-X. (2022). "The future of e-commerce?Understanding livestreaming commerce continuance usage". *International Journal of Retail & Distribution Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJRD-01-2022-0007>.

Hassan, M. M., Ahmad, N., & Hashim, A. H. (2022). Housing Property Investment Opportunity in Malaysia: Things that New Investor Should Know. *International Journal of Academic Research in Business and Social Sciences*, 12(1), 924–941.

Makkawi, F. A. Hashim, A. H., and Lau, J. L. (2022). The Effect of Consumption Values on Customer Satisfaction of Living Room Furniture in Saudi Arabia. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 13(5), 13A5G, 1-12. <http://TUENGR.COM/V13/13A5G.pdf> DOI: 10.14456/ITJEMAST.2022.91.

Omran, Najat & Hashim, Ahmad & Sharaai, Amir Hamzah. (2021). Visualization of the Sustainability Level of Crude Palm Oil Production: A Life Cycle Approach. *Sustainability*. 13. 1-16. 10.3390/su13041607.

Sunusi Bashari & Ahmad Hariza Hashim. (2022). Conditions and residents' preferences in public low cost hosing in Jigawa,Nigeria for subjective well being. *Journal of Social Development in Africa*. Vol 37, no. 1. Pg. 101-130.

Sunusi Bashari, Ahmad Hariza Hashim, Asnarulkhadi Abu Samah and Nobaya Ahmad. (2021). Moderating Effect of Privacy in the Relationships between Residential Livability and Residents' Life Satisfaction. *Journal of Construction in Developing Countries*. July 26(1):45-62 DOI:10.21315/jcdc2021.26.1.3.



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Expertise : Consumer Behavior, Marketing



PhD in Business Administration, Universiti Islam Antarabangsa (2021).
Master in Islamic Finance, Universiti Sains Islam Malaysia (2017).
Degree in Marketing (Financial Services), Universiti Sains Islam Malaysia (2015).



Research Projects

1. Predicting Halal Chocolate Purchase Intention Among Malaysians.
2. Exploring Multidimensional Child Poverty in Rural Kedah, Kelantan, Perlis and Negeri Sembilan: Conceptualising A Social Business Model.
3. *Persepsi Pengguna Terhadap Jenama PPZ-MAIWP dalam Meningkatkan Kutipan Zakat di Wilayah Persekutuan.*

2024 Biduni Mizanniyyah
(Co-Researcher)
2023-2025 Matching
Grant (Main Researcher)
2023 MyGrants
(Co-Researcher)



Professional
Services
Projects

Academic Publications

Mursidi, A. & Maulan, S. (2019). Determinants of individuals' intention in patronizing wasiyyah services in Malaysia. *Journal of Islamic Management Studies*, 2(2), 27-42.

Mursidi, A., & Maulan, S. (2023). Islamic philanthropy and social development in contemporary practices, 176-196.

Mursidi, A., & Maulan, S. Muslim Consumers' motivation in patronizing wasiyyah services : A Conceptual Paper. (2020). In The 4th International Virtual Conference on Zakat, Waqf & Islamic Philanthropy (ZAWFI 2020).

Mursidi, A., & Maulan, S. (2020). Qualitative study in identifying reason that motivate Malaysian Muslims in writing wasiyyah. *The Journal of Muamalat and Islamic Finance Research*, 17(2), 44-60.

Mursidi, A., Nasir, N. I. F. M., Razali, S. S., & Maulan, S. (2023). Muslims' Motivation To Patronize Wasiyyah (Islamic Will) Services: Does religiosity Acts As a Moderator In The Relationships?. *The Journal of Muamalat and Islamic Finance Research*, 73-86.

Mursidi, A., Razali, R.S., & Maulan, S. (2022). Consumers' motivation towards satisfaction in patronizing wasiyyah (will) services. *The Malaysian Journal of Consumer and Family Economics*, 335-354.

Nawang, W. R. W., Shukor, S. A., Mursidi, A., & Ismail, A. (2023). Explaining Halal Chocolate Purchase Intention Among Muslim Young Adults In Malaysia. *Jurnal Sains Insani*.

Nawang, W. R. W., Shukor, S. A., Mursidi, A., & Ismail, A. (2023). Extending the Theory of Planned Behavior to Examine Factors Influencing Intention to Purchase Halal Chocolate Among Malaysian Muslims. *Asian Journal of Business and Accounting*, 281-311.



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School of Industrial Technology, Universiti Sains Malaysia,
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Expertise : Biomass Management, Peroxides and Circularity



PhD, Bio Sumber Kertas & Penglitup, Universiti Sains Malaysia.
MSc, Electrochemistry, Universiti Putra Malaysia.
B App Sc, Chemistry, University of South Australia.



Research Projects

1. Mechanism of Microfibre Deconstruction for Absolute Yield of Nano Functional Materials.
2. Creative Learning for Boosting Bio-economy within HEI's Curricula.
3. MAKING 4.0.

2019-2023 FRGS
(Project Leader)
2023-Present
(Associated Partner)
2018-2022
(Team Member)



Professional Services Projects

1. Solvent Analysis.

2023
Chemi Terra Sdn Bhd

Academic Publications

Azhar, N. H., Ghazali, A., Zbiec, M. & Mohd Noor, M. Z. A. (2022). Di Sebalik Kekayaan Industri Getah – Analisis Ranjau Pengusaha Kecil. *Jurnal Pengguna Malaysia*.

Ghazali, Arniza. (2023). "Reconceptualizing Industrial By-Products: Biomass Circularity for People and Nature". *Bioremediation Technologies: For Wastewater and Sustainable Circular Bioeconomy*, edited by Riti Thapar Kapoor and Mohd Rafatullah, Berlin, Boston: De Gruyter, 2023, pp. 23- 56. <https://doi.org/10.1515/9783111016825-002>.

Ghazali, A., Azhar, N. A. Wahab, N. F., Zaini, M. A. A., Mohd Nor, S. B. and Muhammad, N. (2020). Recalcitrant Structures in Lemongrass Leaf Blades - Needs for a Systemic Process Analytics. *International Journal of Advanced Research in Technology and Innovation*, 2(3):1- 12.

Ghazali, A. & Azhar, N. H. (2023). Inscribing the Compositional Changes of Heterogeneous Bio- system through FTIR Spectroscopy – Demonstration of Guideline to Sound Interpretation. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 29, Issue 2 (2023) 276-290. doi.org/10.37934/araset.29.2.276290.

Ghazali, A. & Aziz, A. (2021). Resetting Academic Integrity through Communication on Plagiarism - University Weaving Values into the Social Fabric. *International Journal of Learning and Teaching and Education Research*, 20(12):212-231.

Ghazali, A., Mohd Salleh, R., Ahmad, M. Q., Azhar, N. and Malik, M. F. A. (2021). Capturing Anthocyanin Immobilization On Rice Through The Ultra-High Resolution Electron Lenses. *Malaysian Journal of Microscopy*, 17(2):20-31.

Ghazali, A. & Zbiec, M. (2022). Rich Dad and Poor Dad: Biomass Circularity Science Empathizing Rubber Rubber Smallholders. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 29, Issue 1 (2022) 207- 222. <https://doi.org/10.37934/araset.29.1.207222>.

Tahir, P. M., Owolabi F. A. T., Abdul Khalil H. P. S., Abbas F. M. A., Nwakaego, E. G., Kamilu O. K. F., Chima, I. C., Rizal, S. and Ghazali, A. (2018). Pulp and Paper Potentials of Alkaline Peroxide Pre- treated Oil Palm Waste and Industrial Application Chapter 5 in Waisundara, V. (ed) Palm Oil Publisher: Intech Open ISBN: 978-1-78923-427-5.



ASMA' BINTI ALI (ASSOCIATE PROF. DR.)

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Tel : 09-6684969

Expertise : Public Health Nutrition



PhD in Public Health Nutrition, University of Southampton, UK (2014).
Master in Community Nutrition, Universiti Putra Malaysia (2010).
Bachelor of Nutrition and Community Health, Universiti Putra Malaysia (2006).



Research Projects

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| 1. Addressing the Impact of Ultra-Processed Food on Obesity and Nutrition-Related Noncommunicable Diseases in Malaysia: A Call for New Policy Measures. | 2023-2024 MASA Grant
(Project Leader) |
| 2. Risk Assessments of Poor Cognitive Performance Among Fishermen's Children in Terengganu Malaysia. | 2019-2022 FRGS-RACER
(Project Leader) |



Professional Services Projects

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| 1. Quality Food Provision Program Through Risk Management Of Conventional Food Preparation At Institutionalised Kitchen Of Asrama Kebajikan Anak-Anak Yatim Miskin Darul Akhyar Maidam. | 2019
KTAG |
| 2. Augmented Reality (AR) Interactive Diet Menu to Combat Obesity Among University Students. | 2018
KTAG |

Academic Publications

Atiah Munirah Meli, Asma' Ali*, Abbe Maleyki Mhd Jalil, Hayati Mohd Yusof and Michelle M. C. Tan. (2022). Effects of Physical Activity and Micronutrients on Cognitive Performance in Children Aged 6 to 11 Years: A Systematic Review and Meta-Analysis of Randomized Controlled Trials. *Medicina*, 58 (57).

Atiah Munirah Meli, Nurhafizah Husna Zakaria, Hayati Mohd Yusof, Khairil Shazmin Kamarudin and *Asma' Ali. (2023). Risk assessments of low cognitive performance among Fishermen's children in Malaysia. *Journal of Taibah University Medical Sciences*, 18 (6).

Enthira PT, Yusnita H, Azizulyadi Y, Asma' A, Siti Nur'afifah J. (2023). A qualitative study among youth in Malaysia: What drives the purchase of roasted chicken products by young people seeking a better quality of life?. *Heliyon*, 9, e15819 Available.

Farah Nortasya Johari, Asma' Ali, Hayati Mohd Yusof. (2023). Knowledge, Attitude, and Practice of Early Childhood Feeding among Parents in Malaysia. *Malaysian Journal of Medicine and Health Sciences*, 19 (Supp 1), 103-104.

Nor Farisyah Hidayu Mohd Faidi, Asma' Ali1*, Siti Nur'afifah Jaafar, NurZalinda Zalbahar, and Mohamad Rahijan Abdul Wahab. (2023). Addressing Food Insecurity Among Malaysian University Students During COVID-19: Implications for Academic Performance. *Malaysian Journal of Public Health Medicine*, 23(1), 191-198.

Nurhanim Mohd Hatta, Asma' Ali*, Aziz Yusof, Wan Hafiz Wan Zainal Shukri and Khairil Shazmin Kamarudin. (2022). Socio-Demographic Determinants of Fast-Food Consumption in Malaysian Young Adults. *Malaysian Applied Biology*, 51(6), 65-72.

Nur Shamimi Zakaria, Asma' Ali*, Noor Salihah Zakaria, Mohd Nizam Lani, Mohamad Rahijan Abdul Wahab and 'Atiah Munirah Meli. (2022). Association of mothers' child feeding knowledge, attitude, and practices with nutritional status of children under the age of five in a Malaysian fishing community: a cross-sectional study. *Food Research*, 6(5), 48-55.

Wen OP, Ali A, Zakaria NS, Kamaruddin KS & Yusof HM*. (2022). Effects of short-term psyllium husk and mixed herbs supplementation on health indicators in healthy male subjects. *Journal of Applied Pharmaceutical Science*, 12(02), 126-132 .



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Expertise : Occupational Safety and Health (OSH), Ergonomics



PhD (Occupational Safety and Health), Universiti Putra Malaysia (2021).
Master Science (Occupational Safety and Health), Universiti Putra Malaysia (2016).
Bachelor Science (Environmental and Occupational Health), Universiti Putra Malaysia (2013).



Research Projects

1. Product Safety and Labelling and Seminar for Consumer Products with Human Factors and Ergonomics Society Malaysia (HFEM). 2022 MyICE Grant



Professional Services Projects

1. Consultant for Ergonomics Risk Assessment – Rubbrcare Protection Producst Sdn. Bhd. 2021
2. Consultant for Chemical Health Risk Assessment – Teeraz Niaga Sdn. Bhd., Putrajaya. 2020
3. Consultant for Chemical Health Risk Assessment – Doite (Malaysia) Sdn. Bhd. 2020

Academic Publications

Alias A.N., Karuppiah K., How V., Perumal V., Sambasivan S., Tamrin SBM. (2019). Are teachers standing too much? *Ergonomic Int J.*, 3(5):000216.

Ayuni Nabilah Alias & Karmegam Karuppiah. (2022). Effects Of Armrest Prototype on Comfort Among Motorcyclists During Prolonged Riding Process. *International Journal of Health Sciences*, 6 (S7), 47103-47120.

Ayuni Nabilah Alias & Karmegam Karuppiah. (2022). Effectiveness Of Armrest Prototype on Muscle Activity Among Male Motorcyclists. *International Journal of Health Sciences*, 6 (S7), 47089-47102.

Ayuni Nabilah Alias, Karmegam Karuppiah, Vivien How, Velu Perumal. (2020). Does Prolonged Standing at Work among Teachers Associated with Musculoskeletal Disorders (MSDs). *Malaysia Journal of Medicine and Health Sciences*, 16(2):281-289.

Ayuni Nabilah Alias, Karmegam Karuppiah, Vivien How, Velu Perumal. (2021). Feet Plantar Pressure Distribution among Female School Teachers. *Nat. Volatiles & Essent. Oils*, NVEO 8(4):4080-4087.

Ayuni Nabilah Alias, Karmegam Karuppiah, Vivien How, Velu Perumal. (2020). Prevalence of Musculoskeletal Disorders (MSDs) among primary school female school teachers in Terengganu, Malaysia. *International Journal of Industrial Ergonomics*, 77:102957.

Ayuni Nabilah Alias, Karmegam Karuppiah, Vivien How, Velu Perumal. (2021). The Evaluation of Vibrating Insole Prototype on Female School Teachers' Comfort. *Nat. Volatiles & Essent. Oils*, NVEO 8(4):4107-4127.

Ayuni Nabilah Alias, Karmegam Karuppiah, Vivien How, Velu Perumal. (2020). The Perception on School Footwear Comfort among Primary School Teachers in Terengganu. *International Journal of Pharmaceutical Research*, 12(3).

Ayuni Nabilah Alias, Norwahida Yaakub, Mohd Rafee Baharuddin & Mohd Azhar Mohd Noor. (2022). Port Terminal Safety: A Conceptual Paper on Factors that Affects Occupational Stress Risk Assessment in Container Terminal. *International Journal of Health Sciences*, 6 (S7), 47078- 47088.



AZHARI BIN MD HASHIM (ASSOCIATE PROF. TS. DR.)

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Expertise : Industrial Design, Automotive Design, User Emotion & Perception on Design Aesthetics



PhD in User Emotion & Perception on Design Aesthetics, Swinburne University of Technology (2012).
MA in Automotive Design, Coventry University, West Midlands, UK (2002).
Bachelor of Design (Industrial Design), Universiti Teknologi MARA (1998).



Research Projects

1. Developing A Hybrid Virtual Reality Overlay in Motorcycle Design Process.
2. Exploring Idea Generation of Parametric Concept on Industrial Product Design.
3. Strategic Planning for Uplifting Scholarly Doctorates Among Peer Members.

2023 Matching Grant
(Co-Researcher)
2023 Matching Grant
(Co-Researcher)
2022 GSS Grant
(Main Researcher)



Professional Services Projects

1. Pengurus Panel Penilai MQA untuk Asia Pacific University of Technology and Innovation.
- 2 Pengurus Panel Penilai MQA untuk Kolej Universiti Selatan.
3. Panel Penilai MBOT Program Diploma Animasi 3D.

3/2023
Asia Pacific
6/2022 Kolej Universiti Selatan
2/2022 KV Kuala Selangor

Academic Publications

Ali, N., Md Hashim, A., Abdullah, M. H., Alias, R., & Yaakob, M. N. (2023). A design-based approach for developing a teaching aid for dyslexic children. *Idealogy Journal*, 8(2), 138-148.

Guangquan, L., Hashim, A. M., & Yusoff, N. (2023). From Opposing Spaces to Fuzzy Boundaries: Exploration of Visual Images of Cyberspace from the Perspective of Production Design. *Journal of Information System and Technology Management (JISTM)*, (MyCITE indexed journal), Vol. 7, No. 29.

Guangquan, L., Hashim, A. M., & Yusoff, N. (2022). Visual Presentation of Cyberspace: Analyzing the Production Design of the Film, Free Guy. *Journal of Information System and Technology Management*, 7, 29.

Hashim, A. M., & Saruddin, M. R. (2023). Challenges and Opportunities among Local Entrepreneurs in Malaysian Arts and Crafts Industries following Post-COVID-19 Pandemic. *Environment-Behaviour Proceedings Journal*, 8(SI15), 91-96.

Jamalludin, N., Majid, A. Z. A., & Hashim, A. M. (2020). The Perception and Satisfaction towards Product Appearances by Ageing Consumers. *Perception*, 29(01), 775-781.

Noor, M. A. A. M., & Hashim, A. M. (2020). Triggering emotional value through aesthetics of compact car design in Malaysia. *International Journal of Innovation and Industrial Revolution*, 2(4).

Wang, L., & Md Hashim, A. (2023). Influencing Factors on the Decorative Art Features of Traditional Windows and Doors in the South Yangtze River Regions of China. *Voice of Academia VOA* (MyCITE indexed journal), Vol. 19, No. 1.

Yonghong, Q., Hassan, O. H., Abidin, S. Z., & Hashim, A. B. M. (2023, October). Computer Artificial Intelligence Technology in CAD Industrial Drafting and Design Platform System: A Review. In *2023 IEEE 3rd International Conference on Data Science and Computer Application (ICDSCA)* (pp. 1140-1145). IEEE.

Zamberi, M. F. H. M., & Hashim, A. M. (2021). Biomimicry Approach Adapted From The Fundamentals Of Design Development Process. *Journal of Creative Practices in Language Learning and Teaching (CPLT)*, 9(2).



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Expertise : ICT and Society, Technology Ethics



PhD (ICT Policy), Universiti Malaya (2012).
M.Sc. (Information Management) Universiti Teknologi MARA (2001).
Bac. (Islamic Revealed Knowledge and Heritage), Universiti Islam Antarabangsa Malaysia (1998).



Research Projects

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| 1. <i>Kajian Hukum Mengenai Kesan Permainan Digital Berunsurkan Keganasan Kepada Masyarakat.</i> | 2020 JAKIM Grant
(Co-Researcher) |
| 2. Formulating A New Consumer Protection Framework for The Fourth Industrial Revolution Towards Realizing Society 5.0. | 2019 FRGS
(Co-Researcher) |
| 3. Developing An Evaluation Framework to Measure the Impact/Outcome of IIUM Flagship Projects Using Blockchain Technology (MasaChain). | 2019 Special Flagship
(Co-Researcher) |



Professional Services Projects

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|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1. <i>Warga Emas yang Celik Siber - Program Kesedaran Siber Warga Emas.</i> | 2022 IIUM |
| 2. <i>Maqasid Al-Syari'ah dalam Penggunaan Media Baharu - Sidang Meja Bulat "Hala Tuju Bidang Kajian Islam dan Media Baharu".</i> | 2020
UKM |
| 3. <i>Konsep Teknologi Media Sosial di Sebalik Fitnah Siber & Panduan Islam untuk Menanganinya - Sidang Meja Bulat "Menangani Fitnah Siber".</i> | 2018
UKM |

Academic Publications

Aznan Zuhid Saidin & Elistina Abu Bakar. (2018). Maqasid Al-Syari'ah sebagai panduan pengguna Muslim dalam menangani cabaran teknologi maklumat dan komunikasi masakini. In Norfaezah Mohd Hamidin & Hasliza Talib, Kesepaduan Sosiobudaya dalam Kepelbagaian Masyarakat Majmuk. Kajang: Penerbit KUIS, pp.5-14.

Elistina Abu Bakar, Nur Jannah Draman & Aznan Zuhid Saidin. (2021). The determinants of users' behaviour on social media: the role of religion and personal values. *International Journal of Academic Research in Business and Social Sciences*, 11(12), 2019–2032.

Nur Nazihah Rahim, Nik Zulkarnaen Khidzir, Anuar Mohd Yusof, Aznan Zuhid Saidin. (2018). A model of Islamic animated infographic as an innovative approach for digital da'wah dissemination. *Journal of Contemporary Islamic Studies*, 4(1), 28-50.

Nur Nazihah Rahim, Nik Zulkarnaen Khidzir, Anuar Mohd Yusof, Aznan Zuhid Saidin. (2018). An expert evaluation on Islamic animated infographic prototype as an alternative in da'wah dissemination. *MALTESAS Journal in Islamic Studies for Science and Technology*, 1(1), 1-9.

Ungku Mohammad Alhady Ungku Mohd Zam, Aznan Zuhid Saidin, Husnayati Hussin. (2019). Exploring data analytics for public sector auditing. Proceeding : *International Conference On Economy, Education, Engineering, Business, Technology And Social Sciences 2019 (ICEBTS 2019)*. 5 October 2019, Kuala Lumpur. eISBN: 978-967-16956-5-4

Ungku Mohammad Alhady Ungku Mohd Zam, Aznan Zuhid Saidin, Mira Kartiwi, Murni Mahmud. (2021). Big Data Analytics in the government: issues concerning public sector auditing. *Journal of Engineering Science and Technology*, Special Issue on ACSAT, December, 58-68.

Zohora Azmin Shompa, Aznan Zuhid Saidin, Husnayati Hussin, Muhd Rosydi Muhammad, Elistina Abu Bakar. (2019). A descriptive analysis of values and Maqasid al-Shari'ah in social media use among IIUM students. *Journal of Information Systems and Digital Technologies*, 1(1), 1-16.



BADRUL HISHAM BIN HUSSEIN (ENCIK)

Faculty of Sports Science and Recreation, Universiti Teknologi MARA, 40450 Shah Alam, Selangor

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Expertise : Accounting, Counseling, Risk Management



Master of Forensic Accounting & Financial Criminology, Universiti Teknologi MARA (2010).
Master of Counseling, Universiti Malaya (2005).
Advanced Diploma in Accountancy (ITM), Universiti Teknologi MARA



Research Projects

1. BE CLEAR in Sociology (Gold - IID 2010SE).
2. BE CLEAR in Accounting: ACCOUNTING JIGSociology (Silver - IID 2010SE).
3. BE CLEAR in Exercise Physiology (Bronze - IID 2010SE).
4. BE CLEAR: Management E-Game (Bronze - IID 2010SE).



Professional Services Projects

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|-------------------------------------------------------------------------------------|---------|
| 1. Malaysian Institute of Accountant (MIA) - Member Chartered Accountant (CA27994). | Present |
| 2. Kursus Peningkatan Prestasi Dan Jati Diri Staf Bah. Hal Ehwal Peperiksaan | 2015 |

Academic Publications

Advantages And Disadvantages Of Using E-learning Among sports Science And Recreation Undergraduate Students during Covid-19 Pandemic, 2021, Proceeding, 180 - 192.

Be Clear In Risk Management: Covid19 Snake & Ladder, 2021, Meeting Abstract, 259 - 260.

Be Healthy Zige Board Game, 2021, Meeting Abstract, 94 - 96.

Cakna Risiko: Kewangan Dan Pelaburan (financial And Investment) 2023, 2023, Book, 1 - 64.

Cakna Risiko: Strategik (strategic) 2022, 2023, Book, 1 - 59.

Cakna Risiko 2021, 2022, Book, 1 - 33.

E-learning: Ethics And Policy Issues In Sports, 2020, Creative Work.

Iimos2021, 2021, Meeting Abstract, 1 - 1.

Odl: Synchronous Learning For Sport Economics, 2020, Creative Work.

Smart Monitoring System For Synchronous Online Learning, 2023, Proceeding, 1, 1, 42 - 44.

Smart Monitoring System For Synchronous Online Learning, 2023, Exhibition, 25 - 27.

Sustainability Of Knowledge In Sports Organizations Through Engaging Strategy, 2022, Proceeding, 1, 1, 13 - 13.



CHENG KAI WAH (DR.)

Faculty of Business and Communications, INTI International University, Putra Nilai, 71800 Nilai, Negeri Sembilan

Email : kaiwah.cheng@newinti.edu.my
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Expertise : Consumer Behaviour, Sustainable Consumption, Recycling & Solid Waste Management



Doctor of Philosophy, Universiti Putra Malaysia (2020).
Master of Science, Universiti Putra Malaysia (2017).
Bachelor of Consumer Studies, Universiti Putra Malaysia (2015).



Research Projects

1. Factors Influencing Green Product Purchase Intention in Selangor, Malaysia.
2. *Penyelidikan dan Pembentukan Modul Pendidikan Pengguna.*
3. Subjective Norm, Environmental Knowledge, Environmental Concern and Households' Intention to Practise Waste Segregation-at-Source Behaviour in Selangor, Malaysia.

2023
(Principal Investigator)
2019 (Research Assistant)
2018
(Research Assistant)



Professional Services Projects

1. *Kajian Semakan Semula Dasar Pengguna Negara.*

2023 KPDKSH

Academic Publications

Cheng, K. W. (2020). Attitude, perceived behavioral control and subjective norms in waste segregation-at-source behavior: An empirical study. *Sustainable Business and Society in Emerging Economies*, 2(1), 83-93.

Cheng, K. W. & Osman, S. (2019). The role of environmental education in waste segregation-at-source behaviour among households in Putrajaya. *Malaysian Journal of Consumer and Family Economics*, 22(S2), 114 – 136.

Cheng, K. W., Osman, S., Jusoh, Z. M., & Lau, J. L. (2019). Instrument development on measuring Malaysian households' intention to practise solid waste segregation-at-source. *International Journal of Engineering and Advanced Technology*, 8(5c), 1390 – 1400.

Cheng, K. W., Osman, S., Jusoh, Z. M., & Lau, J. L. (2021). Multidimensional factors that influence the intention to practice segregation-at-source of solid waste: An empirical study. *Management Science Letters*, 11(2), 379-390.

Cheng, K. W., Osman, S., Jusoh, Z. M., & Lau, J. L. (2020). The determinants of intention to practise solid waste segregation-at-source among Selangor households. *Malaysian Journal of Consumer and Family Economics*, 25(S1), 67 – 90.

Cheng, K. W., Osman, S., Jusoh, Z. M., Lau, J. L., Sam, T. H., & Ruiteng, X. (2023). The Significant Relationships Between Attitude, Descriptive Norm, Injunctive Norm, Environmental Knowledge, And Households' Intention to Practise Solid Waste Segregation-At-Source. *resmilitaris*, 13(2), 1470-1481.

Lin, Y. T., Osman, S., Cheng, K. W., Sam, T. H., Ruiteng, X., & Rajanthran, S. K. (2023). Factors Influencing Live-Stream Shopping Behaviour among Malaysian Consumers. *resmilitaris*, 13(2), 1548-1568.

Osman, S., Cheng, K. W., & Wider, W. (2022). Factors affecting the Halal cosmetics purchasing behaviour in Klang Valley, Malaysia. *FWU Journal of Social Sciences*, 16(4), 102 – 120.



CHE ANIZA BINTI CHE WEL (ASSOCIATE PROF. DR.)

Faculty of Economics and Management, Universiti Kebangsaan Malaysia, 43600 UKM, Bangi Selangor

Email : aniza@ukm.edu.my
Tel : 019-2216029

Expertise : Marketing, Consumer Behavior, Retailing, Service Marketing



PhD, Universiti Putra Malaysia (2010).
Master of Science, Universiti Putra Malaysia (2001).
Bachelor of Business Administration (Hons) (Marketing), Universiti Teknologi MARA (1999).



Research Projects

- Exploring Customer Perception Towards Palm Oil Based Products and its Effects on Purchase Intention.
- Halal Positioning: Investigating the Antecedents of Halal Food Positioning and its Relationship with Purchase Intention.
- Developing New Measurement Tools on Financial Literacy and Quality of Life Indices with Spiritual Needs.

2019-2021
(Principal Researcher)
2020
(Principal Researcher)
2012 FRGS
(Co-Researcher)



Professional Services Projects

- Ketua Perunding Sijil Profesional Pengurusan Peruncitan 99 Speedmart.

2020 – 2023
UKM

Academic Publications

Che Aniza Che Wel, Siti Nurhazirah Abu Ashari, Mohd Faizuddin Ismail. (2022). The Influence of Halal Certification, Halal Logo, Halal Assurance, Safety and Purity on Customer Purchase Intention. *International Journal of Academic Research in Business and Social Sciences*, 12(1), 1212–1227.

Nor Asiah Omar, Ahmad Sabri Kassim, Najeeb Ullah Shah, Syed Shah Alam, Che Aniza Che Wel. (2020). The Influence of Customer Value Co-Creation Behavior on SMEs Brand Equity: An Empirical Analysis. *Iranian Journal of Management Studies*, Vol.13, No.2, Spring 2020, pp 165-196.

Nor Hidayu Rahim, Lokhman Hakim Osman, Che Aniza Che Wel. (2022). The Role of Social Entrepreneurship Approach in Enhancing Homepreneur Business Opportunities: The Conceptual Model. *Journal of Academic Research in Business and Social Sciences*, 12(1), 604 – 611.

Nor Rahimy Khalid, Che Aniza Che Wel, Suraya Akmar Mokhtaruddin. (2021). Product Positioning as a Moderator for Halal Cosmetics Purchase Intention. *Iranian Journal of Management Studies*, Vo..14, No.1, Winter 2021, pp.39-60.

Sirinya Phulkerd, Cut Novianti Rachmi , Mohd Jamil Sameeha , Elaine Q. Borazon, Anne-Marie Thow, Helen Trevena, Adila Fahmida Saptari, Yong Kang Cheah, Che Aniza Che Wel, Vanessa T. Marquez, Teeranong Sakulsri, Natjera Thongcharoenchupong and Bee Koon Poh. (2022). Identifying Opportunities for Strategic Policy Design to Address the Double Burden of Malnutrition through Healthier Retail Food: Protocol for South East Asia Obesogenic Food Environment (SEAOFE). *Int. J. Environ. Res. Public Health* 2022, 19, 528. <https://doi.org/10.3390/ijerph19010528>.

Siti Ngayesah Ab Hamid, Nadzirah Rosli, Roshayati Abdul Hamid and Che Aniza Che Wel. (2022). The influence of job characteristics toward intention to pursue sales career mediated by feelings. *Front. Psychol.* 13:953645. doi:10.3389/fpsyg.2022.953645.

Siti Nurhazirah Abu Ashari, Che Aniza Che Wel. (2022). Old School vs Latest Trend, Tracking the Changes in Product Positioning Dimentions: A Systematic Literature Review. *Jurnal Pengurusan*, 65(2022). <https://doi.org/10.17576/pengurusan-2022-65-10>.



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Faculty of Economics and Management (FEP), Universiti Kebangsaan Malaysia, 43600 UKM, Bangi Selangor

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Tel : 019-6682726

Expertise : Community Development Expert



Research Projects

Ph.D in Sociology, Universiti Putra Malaysia (2004).

Master of Economic and Social Studies in Social Development Planning and Management, University of Swansea, Britain (1995).

Bachelor in Economic Thought and Development Studies, University of Sriwijaya, Indonesia (1993).

- 1. Universiti Kebangsaan Malaysia's Living Labs As Prospective Educational Tourism Attraction.
- 2. Developing A Smes Resilience Framework Amidst Climate Crisis in Malaysia.
- 3. Burnout among Healthcare Workers during COVID-19 Pandemic- A Comparative study of Malaysia and India.

2023-2024 GGPM Grant
(Co-Researcher)
2023-2024 YT1-UKM
(Co-Researcher)
2023-2024 MACFEA
(Co-Researcher)



Professional Services Projects

- 1. NCIA-PwC, Pangkor Island's Jetty Upgrading Social Impact Assessment under PricewaterhouseCoopers (PwC), Social Impact Assessment, Lead Consultant.
- 2. CEI KPDNHEP-MACFEA Youth Online Responsible Purchasing and Redress, Lead Consultant.

2022 PwC

2021
KPDNHEP-MACFEA

Academic Publications

Chen Xiao, Doris Padmini Selvaratnam. (2023). The Relationship between Family Education Expenditure and Education Equalization. *International Journal of Social Science And Human Research*. Open Access SJIF 2023. 6(7): 4065-4071. <https://ijsshr.in/v6i7/25.php>.

Ma Mengqi, Doris Padmini Selvaratnam. (2023). A Study on the Healthy Behaviors of the Elderly in China and Its Influencing Factors on Healthy Lifestyle. *International Journal of Social Science And Human Research*. Open Access SJIF 2023. 6(6): 3748 -3755. <https://ijsshr.in/v6i6/Doc/64.pdf>.

Master Song jixin & Doris Padmini Selvaratnam. (2023). Housing Market Dynamics And Macroeconomic Stability Are Based On Agent's Operations Research Decision-Making Methodology. *Operational Research In Engineering Sciences: Theory And Applications*. 6 (3) : 380 - 397, ISSN: 2620-1607. <https://oresta.org/menu-script/index.php/oresta/article/view/650/206>.

Meng Jiao, Chen Xiao, Doris Padmini Selvaratnam. (2023). The Influence of Housing Policy on People's House Buying - A Case Study of China. *International Journal of Social Science And Human Research*. Open Access SJIF 2023. 6(7): 4116 -4120. <https://ijsshr.in/v6i7/Doc/31.pdf>.

Xin Cao, Doris Padmini Selvaratnam. (2023). A Brief Analysis of the Level of Medical Insurance in Malaysia. *International Journal of Social Science and Human Research*. Open Access SJIF 2023. 6(7): 4205-4209. <https://ijsshr.in/v6i7/Doc/42.pdf>

Zhang Yuanyuan, Ma Mengqi, Doris Padmini Selvaratnam. (2023). How Delayed Retirement Initiatives and Social Health Insurance System Affect China's Elderly. *International Journal of Social Science And Human Research*. Open Access SJIF 2023. 6(6): 3530-3536. <https://ijsshr.in/v6i6/Doc/40.pdf>.

Zhang Yuanyuan, Doris Padmini Selvaratnam. (2023). Population Aging: On the Effectiveness Analysis of Social Policy under Maslow's Hierarchy of Needs Theory. *International Journal of Social Science And Human Research*. Open Access SJIF 2023. 6(6): 3799-3805. <https://ijsshr.in/v6i6/Doc/72.pdf>.



ELISTINA BINTI ABU BAKAR (ASSOCIATE PROF. DR.)

Deputy Dean (Academic, International, Student and Alumni Affairs), Faculty of Human Ecology, UPM, 43400 Serdang

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Tel : 017-3690214

Expertise : Legal, Consumer Protection



PhD (Consumer Law), Universiti Islam Antarabangsa Malaysia (2010).
Master, LL.M (Cyber Law), Universiti Kebangsaan Malaysia (2001).
LLB (Shariah Law), Universiti Islam Antarabangsa Malaysia (1999).



Research Projects

1. Formulating A New Consumer Protection Framework in Addressing Macau Scam in Malaysia.
2. Formulating A New Consumer Protection Framework For The Fourth Industrial Revolution Towards Realizing Society 5.0.
3. *Literasi Undang-undang Pengguna dalam Kalangan Pengguna di Malaysia.*

2022-2024 FRGS
(Co-Researcher)
2019 FRGS
(Principal Researcher)
2018 PUTRA Grant
(Principal Researcher)



Professional Services Projects

1. *Semakan Dasar Pengguna Nasional.*
2. *Kajian Awal Kesesuaian Penubuhan Skim Ombudsman Pengguna di Malaysia.*
3. *Trend Permintaan Pinjaman PTPTN DI IPTA & IPTS Malaysia.*

2020 KPDNHEP
2019 KPDNHEP

2017 PTPTN

Academic Publications

Elistina, A.B., Draman, N.J., & Saidin, A.Z. (2021). The determinants of users' behavior on social media: The role of religion and personal values. *International Journal of Academic Research in Business and Social Sciences*, 11(12), 2019-2032.

Muhammad, M.A., Elistina, A.B., & Saodah, A. (2020). The challenges faced by halal certification authorities in managing the halal certification process in Malaysia. *Food Research*, 4(1), 170-178.

Nasihah, N. & Elistina, A.B. (2021). Producer liability under Part X of the Consumer Protection Act 1999 on the issue of Halal products. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 255-262.

Nasihah, N., Elistina, A.B., & Afida Mastura, M.A. (2021). Rights of Redress on supply of goods under Consumer Protection Act 1999. *Malaysian Journal of Consumer and Family Economics*, 25(1), 14-26.

Nurazlina, D., Elistina, A.B., Zuroni, M.D & Afida Mastura, M.A. (2021). The Mediating Effect of Media On The Relationship Between Consumer Values and Attitudes, Self-Identity, Trust in the Government, and Consumerism Practices Among Students of Higher Learning Institutions, 27, 220-244.

Nurul Najla' Athirah, M. N., Elistina, A.B., & Afida Mastura, M.A. (2023). Consumer protection against the false description of halal in e-commerce. *UUM Journal of Legal Studies*, 14(2), 657-675.

Rizq Nadiah, S., Elistina, A.B. & Zuroni, M.J. (2022). The Relationship Between Push and Pull Factors and Intention To Visit Muslim-Friendly Hospitals For Medical Tourism Among Malaysian Muslim Consumers. *Malaysian Journal of Consumer and Family Economics*, 28, 130-146.

Siti Nurunnajwa., S., Elistina A.B., Syuhaily, O., & Nuradli Ridzwan Shah, M.D. (2023). Konsep halalan tayyiban bagi produk nutraceutical. Halalan tayyiban concept for nutraceutical product. *Journal of Fatwa Management and Research*, 28(1), 69-84.



ERNE SUZILA BINTI KASSIM (ASSOCIATE PROF. DR.)

Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Selangor

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Tel : 019-2585642

Expertise : Information Technology Management, Business Information System, Innovation Management, Social Innovation



PhD in Information Technology, Universiti Islam Antarabangsa Malaysia (2011).

MSc in Information Technology, Universiti Utara Malaysia (2001).

Bachelor in Sociology and Economics, Indiana University at Bloomington (1997).



Research Projects

1. Social Innovation for Social Development. UiTM-Yayasan Inovasi Malaysia.
2. *Investigasi Penggunaan QRIS Pada Sistem Digital Perbankan Syariah Dalam Mendorong Transaksi Halal Food Dan Fashion di Indonesia.*
3. Social Innovation and Smart Economy: A Transition to Economic Development.

2023-2024 Matching Grant
(Principal Investigator)
2023 Bank Indonesia
(Member)
2021-2022 MITRANS UiTM
(Principal Investigator)



Professional Services Projects

1. *Program HERO Pengguna: Celik Beli, Cakna Guna (CBCG).*
2. Sustainable Facility Management for Tourism Friendly Destination.
- 3 *Pembangunan Dasar Inovasi Sosial.*
4. *Program Bijak Membeli, Menang Memakai (B3M).*

2023 MACFEA
2023 MAIWP
2022 MOSTI
2022 MACFEA

Academic Publications

Hassan, N. M., Kassim, E. S., & Said, Y. M. U. (2021). Financial wellbeing and mental health: a systematic review. *Studies of Applied Economics*, 39(4).

Jalil, H. A., Rashid, W. E. W., & Kassim, E. S. (2021). Examining the motivational factors of green IT intention in Malaysia. *International Journal of Environment and Sustainable Development*, 20(1), 51-63.

Kassim, E. S., Hassan, M. F., Nor, F. M., & Lee, T. R. (2023). To Recycle e-Waste or Not: Understanding Consumers' Intention from the Lens of Behavioral Theories. *Information Management and Business Review*, 15(1 (I) SI), 72-85.

Kassim, E. S., Zamzuri, N. H., Jalil, S. A., Mohamed Salleh, S., Mohamad, A., & Abdul Rahim, R. (2022). A Social Innovation Model for Sustainable Development: A Case Study of a Malaysian Entrepreneur Cooperative (KOKULAC). *Administrative Sciences*, 12(3), 103.

Lee, T.-R., Lin, Y.-S., Kassim, E.S. and Sebastian, S. (2023), "Consumer decisions toward halal purchase before and during COVID-19 pandemic: a grey relational analysis approach". *British Food Journal*, Vol. 125 No. 9, pp. 3351-3367. <https://doi.org/10.1108/BFJ-10-2022-0926>.

Mohammed Ibrahim Alblooshi, M. I., & Kassim, E. S. (2022, September). Intelligence-Led Policing Acceptance and Policing Effectiveness: The Roles of Organizational Change, Innovative Behavior and Knowledge Sharing. In *Proceedings* (Vol. 82, No. 1, p. 57). MDPI.

Rahim, R. A., Munir, R. I. S., Zainal, N. Z., & Kassim, E. S. (2022). An Investigation of Factors Contributing to Bankruptcy of Young Generation: A Conceptual Paper. *Global Business & Management Research*, 14(1).

Salleh, S. M., Kassim, E. S., Rahim, R. A., & Ghazali, N. (2022). User Bonding and Information System Development Success. *Global Business & Management Research*, 14(1).



FARHANIN BINTI ABDULLAH ASUHAIMI (PUAN)

Department of Law, Faculty of Law and International Relations, UniSZA, 21300 Kuala Terengganu, Terengganu

Email : farhanin@unisza.edu.my

Tel : 019-7541214

Expertise : Law of Contracts, Business Law, Consumer Law, Sale of Goods



Master of Laws (LLM) in Banking Law, Universiti Islam Antarabangsa Malaysia (2011).
Bachelor of Laws (LLB) in Shariah law, Universiti Islam Antarabangsa Malaysia (2009).
LLB (Hons), Universiti Islam Antarabangsa Malaysia (2008).



Research Projects

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|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| 1. Developing A Legal Framework for Protecting the Umrah Package Travelers on the Cancellation by Service Providers in Extraordinary Circumstances. | 2021 FRGS
(Co-Researcher) |
| 2. The Infringement of Competition Law by Monopoly Businesses : Special Reference to the Telecommunication Industry. | 2021 Matching Grant
(Co-Researcher) |



Professional Services Projects

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Academic Publications

Asuhaimi, F. A., Abd Ghadas, Z. A., & Nawang, N. I. (2022). Sale of Merchantable Quality Goods in Today's Online Contract: Issues and Challenges. *Indonesian Comparative Law Review*, 4(2), 71-80.

Ghapa, N. binti, Farhanin binti Abdullah Asuhaimi, Noraida binti Harun, & Zuhairah Ariff Abd Ghadas. (2021). An Analysis on the Consumer Legal Protection in Umrah Package Travel Industry During Covid-19 Pandemic. *The Journal of Management Theory and Practice (JMTP)*, 2(3), 28-34. <https://doi.org/10.37231/jmtp.2020.2.3.173>.

Hashim, S. N. A., Mohamad, M., Hajimia, H., Kadir, A. H. A., Nasir, N. F., Yusof, S. S., & Farhanin, A. A. (2022). Interplaying Factors of Group Size and Personality Attributes of EFL Students in Using Process Approach to Writing. *NeuroQuantology*, 20(12), 1903.

Misrepresentation in Online Shopping Advertisement: Issues and Challenges. *Airlangga University Press*, p.111-120, ISBN: 978-602-473-951-5.

Razak, F. A., Abd Ghadas, Z. A., Suhaimi, F. A., & Udin, N. M. (2021). Unfair Contract Terms in Online Contracts: Special Reference To Online Booking of Flight Tickets. *Psychology and Education*, 58(2), 1618-1623.

Sale By Description In Todayâ€™s Online Contracts: Issues And Challenges. (2021). *Malaysian Journal of Consumer and Family Economics*.

Unfair Contract Terms In Online Contracts: Special Reference To Online Booking Of Flight Tickets (2020) Hamdard Islamicus.



FARIDAH BINTI HJ HASSAN (PROF. DR.)

Department of Ranking, UiTM Global, Universiti Teknologi MARA, 40450 Shah Alam, Selangor

Email : profdrfaridah@gmail.com
Tel : 019-3200436

Expertise : Marketing, Strategic Management



PhD in Marketing and Strategic Management, Universiti Sains Malaysia (1995).
Master in Marketing, MBA MUWV USA (1981).
Degree in Marketing, BBA WMU USA (1980).



Research Projects

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|----------------------------------------------------------------------------------------------------------------|-----------|
| 1. Preference For Skin Care Products Among Female Consumers In Malaysia. | 2022-2024 |
| 2. Integrated Halal Consumption Congruence Model of Eastern Europe Tourist Toward Malaysia Halal Food Product. | 2023 |
| 3. HCCP Afecting The Integrity and Performance of Malaysian Halal Meat Supply Chain. | 2022 |



Professional Services Projects

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|---------------------------------------------------------------------------------------|-------------------|
| 1. <i>Bijak Membeli Menang Memakai (B3M)</i> . | 2022-2024 KPDNHEP |
| 2. <i>Hentikan Ketiadaan dan Pembaziran Makanan Untuk Kita Semua Untuk Alam ini</i> . | 2022-2024 KPDNHEP |
| 3. Study on Disability Carers Social Welfare in Malaysia benchmarking NZ. | 2019-2020 KPWKM |

Academic Publications

A Bastaman, FH Hassan, A EkaSari, Y Yodfiatfinda. (2022). Adopting Conventional Budget Hotels Into Muslim-Friendly Budget Hotels: An Exploratory Analysis. *Jurnal Ekonomi*, 11(03), 163-168.

Erne SZ, Ismah O, Emi NO, Faridah HH, Noramin A. (2022). Halal Acceptance among non muslim South Koreans: A case study of Behavioral Change. *The Korean Review of International Studies*.

FH Hassan. (2022). Islamic Management Practices in Financial Institutions: Case Studies From Islamic Economics, Banking And Finance. *Journal of Islamic Management Studies*, 4(1), 51-52.

FH Hassan, AASM Sewan. (2022). The Development And Growth Of Islamic Finance In European Union. *Journal of Islamic Management Studies*, 5 (1), 30-3.

MA Sham, FH Hassan, AK Othman. (2021). The Moderating Effect of Market Turbulence on Innovation, Strategic Marketing, and Its Influence on Performance of the Malaysian Halal F&B Companies. *Asia Pacific Journal of Social Science Research*, 6(1), 13-13.

MI Hamzah, AK Othman, F Hassan. (2020). Elucidating salespeople's market orientation, proactive service behavior and organizational culture in the B2B banking sector: a Malaysian perspective. *International Journal of Bank Marketing*.

MI Zainudin, AK Othman, F Hassan, ASA Fadzil, AAE Ramdzan. (2020). Islamic working environment, organizational commitment and employee's job satisfaction and performance in service industry in Malaysia: a conceptual paper. *Advances in Business Research International Journal*, 4 (1), 67-76.

Pingki Indrianti, Oki Kurniawan, Faridah Hj Hassan. (2021). The Visual Analysis of Muslimah Clothing Style in Java (15-20th Century), El Hrakah. *Jurnal Budaya Islam*, ISSN: 1858-4357 EISSN 2356-1734.

Senny L, Eddy SS, Sri S, Lia W, Faridah HH. (2022). Marketing Strategy for local superior commodities and regional economic contributions of Indonesia. *Journal of Eastern European and Central Asia Research*, Vol 9 No.1 (Q3).



FAUZIANA BINTI FAUZI @ MAT RAWI (PUAN)

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Tel : 013-9100504

Expertise : Economics



Master of Economics, Universiti Kebangsaan Malaysia (2009).
Bachelor of Economics (Natural Resources), Universiti Malaysia Terengganu (2007).



Research Projects

1. Projek Penyelidikan Dana Dalaman Fakulti.
2. Geran Penyelidikan LESTARI Khas

1/2019-12/2019 FPP
Grant (Member)
6/2019-12/2019 LESTARI
(Leader)



Professional Services Projects

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Academic Publications

Asmuni, S., Fauzi @ Mat Rawi, F., Sulaiman, S., Pandu Wijaya, A., Yoga Baswara, S., Ismail, Z., & Sohor, K. A. (2021). Some Insights into Civic Entrepreneurial Readiness of Undergraduate Business Students: Cases from UiTM, Malaysia and UNNES, Indonesia. *Empirical Economics Letter* (ERA), 20(1).

Fauzi, F., Rawi, M., Ismail, Z., Sulaiman, S., & Mohd Baki, N. S. (2022). Family Income, Parents' Education Level, Food Nutrient Intakes, Food Hunger and its Relationship with the Academic Performance Of Bumiputra (Native) Students In Malaysia. *Empirical Economics Letter* (ERA), 20, 5.

Fauzi, F., Rawi, M., & Mokhtar, M. (2018). Remittance Inflow and the Brain Drain Issue in Malaysia. *Journal of International Business, Economics and Entrepreneurship*, 3(1), 44-52.

Gamification and Students Engagement in Class: A Case of Economics Students. *Revista Publicando* (WoS), 6,9. 56-63. ISSN 1390-9304.

Mokhtar, M., Fauzi, F., & Rawi, M. (2019). Internship program: A bridge to close the gap between theory and practice. *Advances in Business Research International Journal*, 5(2), 102-111.

Subramaniam, G., Asmuni, S., Yusof, S., Mat Rawi, F. F., & Khalili, J. M. (2018). Teaching methods and enhancing students' engagement in a classroom. *Journal of International Education and Business*, 3(1), 33-46.



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Faculty of Business, Economics and Social Development,
Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu

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Expertise : International Trade



Phd (Economics), Universiti Kebangsaan Malaysia (2021).
Master Economics, Universiti Kebangsaan Malaysia (2016).
Bachelor of Applied Science Honors (Mathematics&Economics), Universiti Sains Malaysia (2014).



1. Interactive Dashboard on Non-Tariff Measures for Palm Oil Sector,
MPOB-UKM Endowment Chair Research Grant.

8/2021-3/2023 MPOB-
UKM (Co-Reseaecher)

Research
Projects



Professional
Services
Projects

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Academic Publications

Hamidi, H. N. A., Khalid, N., & Karim, Z. A. (2018). Revisiting Relationship Between Malaysian Stock Market Index and Selected Macroeconomic Variables Using Asymmetric Cointegration. *Jurnal Ekonomi Malaysia*, 52(1), 341-350.

Hamidi, H. N. A., Khalid, N., Karim, Z. A., & Zainuddin, M. R. K. V. (2022). Technical Efficiency and Export Potential of The World Palm Oil Market. *Agriculture*, 12(11), 1918.

Hamidi, H. N. A., Zainuddin, M. R. K. V., & Khalid, N. (2021). Non-Tariff Measures on Palm Oil Sectors: Addressing the Sustainability Issues. In Makbul, Z. K. M., Khalid, N., & Ali, M. H. (Ed.), *Managing Sustainable Socio-Economic Palm Oil*. Bangi: Penerbit UKM.

Khalid, N., Ahmad, M. A. S., & Hamidi, H. N. A. (2018). Nonlinear monetary policy reaction function in Malaysia: Evidence using a Markov Switching Vector Autoregression. *International Journal of Economics and Management*, 12(1), 189-203.

Khalid, N., Hamidi, H. N. A., Thinagar, S. & Marwan, N. F. (2018). Crude Palm Oil Price Forecasting in Malaysia: An Econometric Approach. *Jurnal Ekonomi Malaysia*, 52(3), 247-259.

Zainuddin, M. R. K. V., & Hamidi, H. N. A. (2022). Indikator Selain KDNK dan Pembangunan Lestari di Malaysia. In Siwar, C., Ismail, M. K. (Ed.), *Pembangunan Pertanian, Luar Bandar, Pembangunan Lestari Dan Pembasmian Kemiskinan*. Kuala Lumpur: Dewan Bahasa dan Pustaka.

Zainuddin, M. R. K. V., Abdullah, A. H., & Hamidi, H. N. A. (2022). Economics and Social Cost of Movement Restrictions in Malaysia: An Input-Output Analysis. *International Journal of Economic Policy in Emerging Economies*. (forthcoming).

Zainuddin, M. R. K. V., Khairuddin, N. A., Hamidi, H. N. A. (2021). The Impact of COVID-19 on Malaysia's Bilateral Export: Testing for Heterogeneous Effects at the Product Category. *Asian Economics Letters*, 3(2), 1-5.



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Expertise : Consumer Product Design in Ergonomic, Human Factors, Safety and Health Consumer, Industrial Product Design, New Product Development, Sustainable on Community Well-Being



PhD in Ergonomic Consumer Product Design, Universiti Sains Malaysia (2019).

Master of Science (Safety and Health in Ergonomic), Universiti Putra Malaysia (2014).

Bachelor industrial Design (Hons), Universiti Putra Malaysia (2008).



Research Projects

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| 1. <i>Penilaian Faktor Risiko Low Back Pain Pemandu Teksi Dan E-Hailing Menggunakan Pendekatan Ergonomik Di Johor, Malaysia.</i> | 2022 Putra Grant
(Project Leader) |
| 2. <i>Pembentukan Model Postur Pemanduan Ergonomik terhadap Permasalahan Gangguan Rangka Otot (MSDs) dari Aspek Keselamatan dan Kesihatan Kalangan Pemandu Teksi E-hailing B40 Bandar.</i> | 2021 FRGS
(Project Leader) |
| 3. <i>Pendayaupayaan Dalam Menghadapi Norma Baharu Bagi Meningkatkan Pendapatan B40 Bandar. Zero to Hero@B40 Labuan 2.0</i> | 2021 KWP
(Project Leader) |



Professional Services Projects

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1. <i>Mempertingkatkan Kemahiran Berasaskan Kreativiti Dan Inovasi Berasaskan "Waste To Value" Dengan Konsep Circular Economy. Zero to Hero@Labuan 4.0.</i> | 2023 KPWKM
(Project Leader) |
| 2. <i>Peningkatan Pendapatan Komuniti "Mt" Labuan Menerusi Inovasi & Kreativiti Produk Kraftangan Bahan Terbuang Dan Produk Hiliran (Makanan Dan Pertanian) Zero to Hero@Labuan 3.0.</i> | 2022 MAIWP
(Project Leader) |

Academic Publications

Irwan Syah. (2023), Modul Zero To Hero 2.0 (Circular Economy), ISBN 978-967-0037-30-0, Penerbit Universiti Putra Malaysia

Irwan Syah. (2021) , Modul Zero To Hero (Kreativiti dan Inovasi),ISBN 978-967-0035-26-0, Penerbit Universiti Putra Malaysia.

My, I. S., Ruhaizin, S., Ismail, M. H., & Am, A. Z. (2020). Assessing Driving Posture Among Elderly Taxi Drivers In Malaysian Using Rula And Qec Approach. *Malaysian Journal Of Public Health Medicine*, 20(Special1), 116-123.

Yusoff, I. S. M., Halim, M. S. A., Radzlan, R., Badari, S. A., & Jamaluddin, A. (2022). Impact of Excessive Smartphone Usage (ESU) on Online Distance Learning (ODL) From Ergonomic Perspective Among Public University Students in Klang Valley, Selangor, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 12(12), 2370–2387.

Yusoff, I. S. M., Majid, A. Z. A., & Tamrin, S. B. M. (2018). Assessment on sitting posture relation to risk factors by using chi-square test among elderly taxi drivers in peninsular Malaysia. *Planning Malaysia journal*, 16(6).

Yusoff, I. S. M., Tamrin, S. B. M., & Wazir, M. R. W. N. (2022). COVID-19 Malaysia Overview: Evaluate Driving Awkward Posture and Muscle Fatigue Through RULA and Electromyography (EMG) Analysis on Health Problem Among Older Taxi Drivers. *Ageing 2022 (NCA 2022)*, 35.

Yusoff, I. S. M., Tamrin, S. B. M., & Ismail, M. H. (2021). Ergonomic Perspective: Mismatch between Seat Drivers and Anthropometric Measures of Elderly Taxi Drivers in Malaysia. *International Journal of Integrated Engineering*, 13(5), 156-162.

Yusoff, I. S. M., Tamrin, S. B. M., & Majid, A. Z. A. (2021). Elderly Taxi Drivers: Evaluation of Driving Posture in Malaysia Using Rapid Upper Limb Assessment (RULA) Approach. In *Convergence of Ergonomics and Design: Proceedings of ACED SEANES 2020* (pp. 308-316). Springer International Publishing.



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Expertise : Labour Law, Occupational Safety & Health



Doctor of Philosophy, Law, Universiti Malaya (2020).
Master of Laws, Universiti Kebangsaan Malaysia (2006).
Bachelor of Laws, University of Kent at Canterbury, UK (1998).



Research Projects

1. Evaluating Employees' Social Security Framework During a Pandemic in Malaysia.
2. *Persepsi dan Faktor Penentu Terhadap Keperluan Nafkah Minimum Anak.*

2021-2024 TAPE-RG
(Project Leader)
2020-2023 TAPE-RG
(Co-Researcher)



Professional Services Projects

1. *Peningkatan Kesejahteraan Hidup Ibu Tunggal Melalui Pengurusan Kewangan Peribadi dan Perniagaan.*
2. *Pembentukan Teknousahawan Melalui Pemantapan Kelestarian Diri dan Pengurusan yang Kompetatif.*

3/2020-4/2021
KTAG
3/2018-2/2019
KTAG

Academic Publications

Karim, J. A., San, T. P., Jamaluddin, S. Z., & Ahmad, A. M. (2018). Employees' Pre-Dismissal Right to be Heard: The Malaysian and the Islamic Perspective UUM. *Journal of Legal Studies*, 9, 57-89.

Kadir, R., Mokhlis, S., & Abd Karim, J. (2023). Does Legal Representation Influence Amount of Awards in Child Maintenance? A Quantitative Analysis of Selected Cases in Malaysian Syariah Courts. *Journal of Nusantara Studies (JONUS)*, 8(1), 270-289.

Kadir, R., Mokhlis, S., Abd Karim, J. & Abu Hassan, F. (2023). Child Maintenance in Malaysia: Are the Amounts Sufficient?. *Geografia-Malaysian Journal of Society and Space*, Vol.19 issue 2 (79-91).



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Expertise : Consumer Behaviour, Social Commerce



PhD in Marketing, Universiti Kebangsaan Malaysia (2022).
Master in Business Admin, Universiti Teknologi MARA (2011).
BBA (Hons) Marketing, Universiti Teknologi MARA (2008).



Research Projects

1. International matching grant MSU-UNAIR.
2. A Survey on Electric Vehicle (EV) Acceptance.

2023-2024 Matching
Grant MSU-UNAIR
Present FBMP-MSU
(Principal Researcher)



Professional Services Projects

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Academic Publications

Abd Hafiz, K. & Mohd Ali, K. A. (2018). Testing the Black Box's Model on cosmetic products: A psychological perspective. *Journal Fundamental of Applied Sciences*, 10(1S): 995– 1007. doi:10.4314/jfas.v10i1s.73.

Abd, K.A, & Mohd Ali, K.A. (2018). Brand image VS CEO's image: Which matters to the consumers?. *International Journal of Organisation & Business Excellence*, 3(2):1-14.

Hafiz, K. A., Anuar, K. & Ali, M. (2018). The Influence of Marketing Stimuli on Consumer Purchase Decision of Malaysia's Cosmetic Industry. *International Journal of Supply Chain Management*, 7(5): 564–571.

Hafiz, K. A., & Mohd Ali, K.A. (2017). A Proposed Model of Purchase Decisions by Young Adults in Malaysia's Beauty, Health and Wellness Industry. *International Journal of Academic Research in Business and Social Sciences*, 7(4): 1098–1115. doi:10.6007/IJARBSS/v7- i4/2918.

Hafiz, K. A. & Mohd Ali, K. A., (2023). *Beautyprenuer: Conquering Cosmetic Business*. UKM Press.

Hafiz, K.A. & Mohd Ali, K.A. (2019). The influence of the product attributes on Malaysian young consumers' purchase decision of makeups: The mediating effects of perceived brand image, CEO's image and quality. *The Malaysian Journal of Consumer and Family Economics*, 22(S2): 58–72.

Hafiz, K. A. (2022). Penerapan Teori Rangsangan Organisma Respon Dalam Pembelian Alat Solek Dikalangan Belia Di Malaysia. In Mohd, R.H., & Muhamad Tamyez, P. F. (Eds.). *Penerapan Teori Pengurusan: Konteks Penyelidikan Malaysia*. Terbitan Universiti Malaysia Pahang. ISBN 978-967-2831-xx-x.

Makmor, N., Hafiz, K.A, & Alam S.S. (2022). The Impact of Social Support and TAM Constructs on Consumers' Purchase Intentions in Social Commerce Websites: The Pathway to Post Covid-19, *6th ASIA International Multidisciplinary Conference*.



KHAIRUNESA BINTI ISA (ASSOCIATE PROF. DR.)

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Expertise : Social Science, Sociology of Development



PhD in Management, Universiti Teknologi Malaysia (2013).
Master in Human Resource Development, Universiti Teknologi Malaysia (2007).
BSC. (Human Development), Universiti Putra Malaysia (2004).



Research Projects

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|-------------------------------------------------------------------------------------------------------|------------------------------|
| 1. <i>Hubungan antara Sistem Rantai Makanan Mampan dan Pemilihan Makanan Sihat Penduduk Malaysia.</i> | 2023-2024 NGO Grant (Leader) |
| 2. Evaluating Speaking Anxiety Among Undergraduate of Four Malaysian Higher Institution. | 2022-2024 TIER 1 (Member) |
| 3. <i>Kajian Penentuan Indikator Pengguna Berdaya Upaya.</i> | 2022-2023 NGO (Leader) |



Professional Services Projects

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|---------------------------------------------------------------------------------------|------------------------|
| 1. External Assessor / External Reviewer for Pakar Penilai Instrument, UPM, Malaysia. | 2023
UPM |
| 2. Member for RISE, Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia. | 2023
UTHM |
| 3. Programme Coordinator for Advokasi Kepenggunaan " Food Loss and Food Waste". | 2022
KPDNHEP-MACFEA |

Academic Publications

Bahrul Hayat, Muhammad Dwirifqi Kharisma Putra, Rahmawati, & Khairunesa Isa. (2023). Rasch Calibration And Differential Item Functioning (Dif) Analysis Of The Indonesian National Assessment Program-Language (Inap-L), *World Journal of English Language*, Sciedu Press, 7, 402, ISSN:19050703.

Bahrul Hayat, Wardani Rahayu, Muhammad Dwirifqi Kharisma Putra, Iva Sarifah, Tina Deviana, Valendra Granitha Shandika Puri, Khairunesa Isa. (2023). Metacognitive Skills Assessment In Research-Proposal Writing (Msarpw) In The Indonesian University Context: Scale Development And Validation Using Multidimensional Item Response Models, *Jurnal Pengukuran Psikologi dan Pendidikan Indonesia*, Fakultas Psikologi Uin Syarif Hidayatullah Jakarta, 7, 31, ISSN:26545713.

Farhawahidah Ahmad Puad, Khairunesa Isa (2023) Kualiti Perkhidmatan Fasiliti Sukan Di Institusi Pengajian Tinggi Malaysia: Tinjauan Konseptual. *Malaysian Journal of Social Sciences and Humanities*, 1, 1, ISSN:25048562.

Khairunesa Isa, Yuslizar Kamaruddin, Sarala @ Thulasi Palpanadan, Nor Shela Saleh, Mohd Shafie Rosli, Syahrudin Syahrudin (2023) Assessing Z Generation Engineering Students' Social Media Platform Usage And Safety Awareness. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, Secholian Publication (Kuala Lumpur, Malaysia), 8, 1, ISSN:25048562.

Siti Khairizah Mohamed, Nor Shela Saleh & Khairunesa Isa. (2023) Development And Reliability Of Cross-Cultural Dimension Items, And Marketability Skills Amongst Malaysian Technical University Network Future Graduates. *Jurnal Personalia Pelajar*, HEP-UKM , 6, 95, ISSN:01282735.

Wan Hanifah Wan Muda, Khairunesa Isa, Fazlinda Ab Halim, Wan Azrul Safuan bin Wan Hassan. (2023) The Impact On Decision Making Of Financial Management Practices Among Technical Students. *International Journal of Creative Future and Heritage (TENIAT)*, UMK , 3, 133, ISSN:22894527.



LEYLAWATI BINTI JOREMI (DR.)

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Selangor, Puncak Alam, 42300 Selangor

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Tel : 016-6983562

Expertise : Household Economics, Zakat Microentrepreneurs, Qualitative Studies



Phd (Household Economics), Universiti Malaya.
Master of Economics, Universiti Kebangsaan Malaysia.
Bach (Hons) Economics, Universiti Kebangsaan Malaysia.



Research Projects

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 1. Developing A Thiqq Model for Sustainable Socio-economic Performance Management: Empowering zakat- Microentrepreneuership Towards Impact Focused Mustahiq Upliftment. | 2021-2023 DDF Grant
(Principal Researcher) |
| 2. Professional Catering (Pro-Cat). | (Co-Researcher) |
| 3. Entrepreneurial Skill Acquisition in the Social Media: A study of Millennial in Malaysia and Indonesia. | (Co-Researcher) |



Professional Services Projects

1. Keynote Speaker at Business Manager International Conference.

21/9/2022

Academic Publications

Din, N., Tahir, M. S., Othman, N., & Joremi, L. (2022). Personality Traits of Women Entrepreneurs for Sustainable Food Businesses. *Global Journal of Business and Social Science Review*, 10(3), 121–131. (MyCite).

Jaapar, A., Zain, W. Z. W. M., Mahdzar, M., Rahman, M. A., & Joremi, L. (2022). PPT Mobile based with Animated Agent Application for Gauging Students Motivation to Further Study in University. *International Journal of Academic Research in Business and Social Sciences*, 12(2), 276–287. (ERA).

Joremi, L. (2019). A Conceptual Paper on The Best Financial Management Model That Has Become The Practice of the Malay in Klang Valley. *Advances in Business Research International Journal*, 5(2), 15-20.
doi.org/10.24191/abrij.v5i2.9970.

Joremi, L., Muda, R., & Kamaruddin, J. N. (2021). Enhancing financial management practices for zakat micro-entrepreneurs in the new normal through impact- focused framework: a conceptual paper. *Advances in Business Research International Journal*, 7(1), 159-169.

Joremi, L. Satar, R. H., & Abu Bakar, S. H. (2021). Exploring the road map of young newly married Malay couples in the Klang valley on their quest for financial well-being: A qualitative approach. *Journal of Business and Social Development*, 9(1), 13-24.

Joremi, L., Muda, R., Wan Mohd Zain, W. Z., & Rosli, N. A. (2023). The Challenges of Asnaf Entrepreneurs in Forming Entrepreneurial Resilience. *Information Management and Business Review*. (Accepted – ERA).

Rizkalla, N., Lestari, E. D., Othman, N., Joremi, L., & Arinto, B. (2023). Elucidating the factors affecting entrepreneurs' intention to adopt social media in their business: A perspective from Indonesia. *International Journal of Professional Business Review*, 8(5), 1-21. doi.org/10.26668/businessreview/2023.v8i5.1413.



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Universiti Tenaga Nasional, Jalan IKRAM-UNITEN, 43000
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Expertise : Consumer Behavior, Islamic Marketing



Phd (Household Economics), Universiti Malaya (2023).
Master of Business Administration, Ohio University (1994).
Diploma in Marketing, Chartered Institute of Marketing, UK (1990).



Research Projects

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|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1. The Impact Of Covid-19 and Working From Home Towards the Employees Stress Management in Balancing Their Work and Personal Life. | 2022
(Co-Researcher) |
| 2. Investigating the Effectiveness Sustainability Integration Within the Government-Linked Universities in Malaysia. | 2021
(Principal Researcher) |



Professional Services Projects

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|----------------------------------------------------------------|------|
| 1. Chartered Institute of Marketing (UK): Affiliate Member. | 2015 |
| 2. Malaysian Consumer and Family Economic Association: Member. | 2021 |

Academic Publications

Mahiah Said, Rabiah Eladwiyah Abdul Rahim & Muhammad Asyraf Hasim. (2020). The Influence of 4Ps on Postgraduate Students' Experience and Satisfaction – the Application of Structural Equation Modelling using PLS Algorithm. *Journal Of Environmental Treatment Techniques*, Volume :17, Issue No :2.

Mahiah Said, Rabiah Eladwiyah Abdul Rahim, Al Amiri Nabeel, & Muhammad Asyraf Hasim. (2020). Examining The Postgraduate Students Experience Towards Malaysia's Government-Linked-Universities From The 7ps Marketing Mix Perspectives. *Journal of Critical Reviews*, Volume 7 2020.

Mahiah Said, Rabiah Eladwiyah Abdul Rahim, Juraifa Jais & Muhammad Asyraf Hasim. (2020). The Influence Of Self-Congruence And Attitude On The Postgraduate Students' Satisfaction Of The Government-Linked-Universities. *Journal of Critical Reviews*, Volume 7 2020.

Mahiah Bte. Said, Shahnaz Shafiza Binti Sabri; Sustainability Integration Effectiveness: The Influence Of Learning And Geo-Social Development Within Universities Curricular; *9Th International Conference On Marketing And Retailing 2023 (9Th Incomar 2023)*; 01 Mar 2023; *Conference Proceeding*; SCOPUS.

Said, M. (2022). Predicting the Sustainability Integration Effectiveness within the Government-Linked Universities in Malaysia. *Global Business and Management Research: An International Journal*, Vol. 14, No. 4

Said, M. & Hasim, M. A. (2021). The Mediating Role Consumers' Trust Towards Consumers' Purchase Intention of Halal Food from Malaysia: Application of Structural Equation Modelling. *Journal of Halal Service Research*. Volume 3, Issue 1, 2022.

Said, M., Ramayah, T., & Al Salihi, S. M. R. (2022). Modelling Chatbots Adoption for Online Shopping Amidst the Covid-19 Pandemic. *Global Business & Management Research*, 14.



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Expertise : Personal Financial Planning



Doctor of Human Development and Family Studies, Iowa State University (2011).
Master of Consumer Science, Universiti Putra Malaysia (2002).
Bachelor Science of Human Development, Universiti Putra Malaysia (1998).



Research Projects

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| 1. Financial capability and financial planning advisory services in Malaysia | 2023 CMDF-MFPC |
| 2. Determinants of Financial Empowerment among Millennial University Students? Cross Country Evidence. | 2020-2022 Institut Sains Sosial & Manajemen |
| 3. Development of Financial Vulnerability Model for Malaysian and Indonesian Civil Servants Towards Achieving Financial Sustainability. | 2020-2022 AACIM |



Professional Services Projects

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| 1. Vice President (Research & Publication). | 2019-2025 MFPC |
| 2. Board of Director – The International Academy of Financial Consumers. | 2023 IAFICO |
| 3. Panel of Expert (POE) for Ministry of Housing and Local Government | 2022-2023 MHLG |
| 4. Adjunct Professor at the Faculty of Human Ecology, Bogor Agricultural University, Indonesia. | 2022-2027 Bogor |

Academic Publications

Abdullah, N., Sabri, M.F., Ahmad Suhaimi, S.S., Ithnin, M., & Magli, A.S. (2023). The Moderating Effect of Household Income on the Determinants of Parental Investment on Children. *Malaysian Journal of Consumer & Family Economics*, 30: 473-500.

Burhan, N.A.S., & Sabri, M.F., & Rindermann, H. (2022). Cognitive Ability and Economic Growth: How Much Happiness is Optimal. *International Review of Economics*, 70:63-100.

Hazudin, S.F., Sabri, M.F., Awang Kader, M.A.R, Saripin, M.S., & Ridzuan, M.R. (2022). Social Capital, Entrepreneurial Skills and Business Performance among Rural Micro-Enterprises in *Times of Crisis Knowledge and Performance Management*, 6: 75-86.

Mahdzan, N.S., Sabri, M.F., Husniyah, A.R., & Magli, A.S. (2023). Digital financial services usage and subjective financial well-being: Evidence from low-income households in Malaysia. *International Journal Bank of Marketing*, 41(2):395-427.

Sabri, M.F., Anthony, M., Law, S.H., Abdul Rahim, H., Burhan, N.A.S., & Ithnin, M. (2023). Impact of financial behaviour on financial well-being: Evidence from young adults in Malaysia. *Journal of Financial Services Marketing*, published online: 22 May 2023.

Sabri, M.F., Razak, N.F., Aw, E.C.X., & Wijekoon, R. (2022). Going Green in the Workplace: Through the Lens of the Extended Theory of Planned Behavior. *PERTANIKA Journal of Social Sciences and Humanities*, 30(2): 429-448.

Sabri, M.F., Said, M.A., Magli, A.S., Pin, T.M., Rizal, H., Thangiah, N., Ithnin, M., Majid, H.A., Ismail, R., Su, T.T., & Abdul Rahim, H. (2022). Exploring the relationships of financial literacy and financial behaviour with health-related quality of life (HRQOL) among the low-income working population in Malaysia during the COVID-19 pandemic. *International Journal of Environmental Research and Public Health*, 19(9):12520.

Sabri, M.F., Wahab, R., Mahdzan, N.S., Magli, A.S., Abdul Rahim, H., Suhaimi, S.A.A., & Nazuri, N.S. (2023). An Enigma of Malaysia's Low-Income Young Adults: Intercession of Financial Behaviour on Financial Well-being and Locus of Control Cohesion. *PLOS ONE*, July: 1-27.



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Expertise : Economics, Applied Economic, Industrial Economics



Doctor of Philosophy (Economics), Universiti Islam Antarabangsa Malaysia (2020).
Master of Economics, Universiti Islam Antarabangsa Malaysia, (2014).
Bachelor of Economics (Hons.), Universiti Islam Antarabangsa Malaysia, (2013).



Research Projects

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 1. The Impact Of Sectoral Foreign Direct Investment On Renewable and Nonrenewable Energy Consumption: A Comparative Study Between Malaysia and Indonesia, Strategic Research Partnership (SRP). | 2022-2024
(Project Member) |
| 2. <i>Penyediaan Pelan Strategik Tanpa Tunai Di Negeri Kedah (Kedah Cashless Roadmap.</i> | 2023
(Project Member) |



Professional Services Projects

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|---------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1. <i>Kajian Impak Bagi Penganjuran Program Jelajah Kita Demi Negara 2022-2023, Institut Keselamatan Awam Malaysia (IPSON).</i> | 2022-2023
(IPSON) |
| 2. <i>Kajian Indeks Persepsi Keselamatan Malaysia (psi) Tahun 2022, Institut Keselamatan Awam Malaysia (IPSON).</i> | 2022-2023
(IPSON) |

Academic Publications

Othman, M. H. (2023). Local communities' perception towards Banghuris Homestay in Selangor, Malaysia. *ARTe: Art & Expression*, March 2023, 16-19.

Othman, M. H. (2022). Malaysian homestay programme in Selangor: A case study of Banghuris homestay. *ARTe: Art & Expression*, November 2022, 49-52.

Othman, M. H. (2023). Students' Perceptions and Understanding of Elective Courses and Their Effects on Academic Performance. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 8(3), e002171-e002171.

Othman, M. H., & Rabun, M. N. (2023). Perceptions and Attitudes of Finance Students towards Economics Education. *Environment-Behaviour Proceedings Journal*, 8(SI15), 121-126.

Othman, M. H., Khan, H. H. A., & Abdul, R. (2023). Energy Research in Malaysia: A Bibliometric Analysis. *Sciences*, 12(1), 260-275.

Othman, M. H., & Rosli, Z. M. (2023). Trends In Tourism Research In Malaysia: A Bibliometric Analysis. *Journal of Tourism Hospitality and Environment Management*, 8 (31), 52-64.

Rabun, M. N., Arshad, M. R. M., & Othman, M. H. (2023). Linking The Antecedents of a Key Player in National's Palm Oil Sector in Achieving Competitive Advantage: Moderating Effects of Organisation's Age. *International Journal of Business and Society*, 24(1), 399-420.

Rabun, M. N., Marzuki, N. N. A., Abd Mutualib, N., & Othman, M. H. (2023). Do they Intend to save? Saving behaviour intention among urban dwellers from low-income households. *Environment-Behaviour Proceedings Journal*, 8(SI15), 271-275.

Sidek, N. Z. M., Othman, M. H., & Ruslan, R. H. (2023). COVID-19 and the Palm Oil Industry: Navigating recovery. *Environment-Behaviour Proceedings Journal*, 8(SI15), 165-170.



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Tel : 019-9160979

Expertise : Education, Applied Linguistics, Pedagogy, TESL



Master in Applied Linguistics, Universiti Islam Antarabangsa (2016).
First Degree of Education (BEd) in TESL, Universiti Putra Malaysia (2011).
Diploma in TESL, Universiti Sultan Zainal Abidin (2007).



Research Projects

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| 1. Addressing the Impact of Ultra-processed Food on Obesity and Nutrition-related Noncommunicable Diseases in Malaysia: A Call for New Policy Measures. | 2023-2024 MASA (Co-Researcher) |
| 2. Risk Factors, Underlying Covariates and Interactions with Magnitude of Depressive Symptoms during Covid-19 Movement Control Order (MCO) Among the Tertiary Educatees in Malaysia. | 2021-2024 TAPE-RG (Principal Researcher) |



Professional Services Projects

- | | |
|-------------------------------------------------------------------------------------------------------------|-------------------|
| 1. Interactive User-Friendly Diet Planner to Combat Obesity and Undernutrition Among Young School Children. | 2018-present KTAG |
| 2. KTP Programs (SMK Chukai and SMK Geliga, Kemaman). | 2020 Kemaman |

Academic Publications

Abdul Rashid, R., Zakaria, M. K., Abu Mansor, N. S., & Awang-Hashim, R. (2020). Examining the influence of a cognitive activity on learners' language proficiency and critical thinking ability. *INTED2020 Proceedings*, 6789-6795.

Embong, A. M., Razab, N. A., Kadhim, K. A., Abdul-Kadir, N. A., & Zakaria, M. K. (2023). Improving the English speaking-skill of Orang Asli children with the cultural interface pedagogy. *Telematique*, 22, 18-28.

Pilus, Z., Zakaria, N. S., & Zakaria, M. K. (2015). Listening to the accents of male native English speakers: ESL learners' perceptions. *International Conference on Languages (ICL 2015)*, 10th-11th Oct. 2015, Seri Pacific Hotel, Kuala Lumpur. (Unpublished).

Pilus, Z., Zakaria, N. S., & Zakaria, M. K. (2016). Native English: ESL learners' perceptions of female speakers' accents. *2nd International Conference on the Institutional Leadership, Learning and Teaching (ILLT)*, 19th-20th Sept. 2016, Cambridge, United Kingdom. (Unpublished).

Pilus, Z., Zakaria, N. S., Zakaria, M. K., & Wahid, R. (2019). Stretching the boundaries: Malaysian ESL learners' evaluative reactions to inner circle English accents. *Journal of Asian Pacific Communication*, 29(2), 300-321.

Zakaria, M. K., et al. (2017). Modul STEM English. Penerbit UMT. ISBN 9789670962900.

Zakaria, M. K., & Abdul Malik, F. (2018). Metadiscourse in academic writing of pre-university Arab students at the International Islamic University Malaysia (IIUM). *MATEC Web of Conferences*.

Zakaria, M. K., Abdul Malik, F., Ab. Rashid, R., Pilus, Z., & Zakaria, N. S. (2018). Metadiscourse in the academic writing of local and international students at a university in Malaysia. *International Journal of Education and Practice*, 6, 227-238.



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Faculty of Business Management, Universiti Teknologi MARA,
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Tel : 017-5585645

Expertise : Labour Economics & Behavioral Economics



PhD in Business Management, Universiti Teknologi MARA (2021).
Master of Business Economics, Universiti Teknologi MARA (2013).
Bachelor of Business Administration (Hons) Business Economics, Universiti Teknologi MARA (2011).



Research
Projects

1. *Kajian Pembentukan Model Baharu Perumahan Mampu Milik Berasaskan Kriteria Permintaan Rakyat di Negeri Selangor, Geran Penyelidikan Negeri Selangor (GPNS).*
2. Feasibility Study on Pasar Tani Kekal (PTK) Federal Agricultural Marketing Authority (FAMA) in Cameron Highlands.

2023 GPNS
(Co-Researcher)

2020
(Research Assistant)



Professional
Services
Projects

1. Prospect Study of Individual Financial Resilience After COVID19.
2. Impact study on Pasar Tani Kekal (PTK) in Perak and Kedah.
3. Feasibility Study on Pasar Tani Kekal (PTK) in Kuala Kangsar.

2022 BNM
2022 FAMA
2021 FAMA

Academic Publications

Adidinizar Z., Tan P. L., Subramaniam G. (2019). Criteria and Priorities of Secondary School Students in Choosing Their Educational Pathway: A Selection Process by Analytic Hierarchy Process. *Malaysian Journal of Consumer and Family Economics* (MAJCAFE).

Adidinizar Z., Tan P.L., Subramaniam G. (2022). Work-Life Balance: Family Satisfaction of TVET as Human Capital Investment in Malaysia. *Journal of International Business, Economics and Entrepreneurship*, [S.I.], v. 7, n. 2, p. 55, dec. 2022. ISSN 2550-1429.

Nasir, N. B. M., Nasir, Z. A., Fahami, N. A., Kusairee, M. A. Z. A., & Ramli, K. (2021). Malaysia's Healthcare Expenditure: ARDL Bound Test. *ADVANCES IN BUSINESS RESEARCH INTERNATIONAL JOURNAL*, 7(2), 267-275.

Nasir, Z. A., Adidinizar Z., Nasir, N. B. M., Fahami, N. A., Salim, M. N. Z., Ladin, J., Osman, M. N., Ismail, S., Ghazali, M. S. (2022). Kajian Impak Keberkesanan Pasar Tani Kekal (PTK) Changlun. *FAMA Technical Paper*.

Nasir, Z. A., Adidinizar Z., Nasir, N. B. M., Fahami, N. A., Salim, M. N. Z., Ladin, J., Osman, M. N., Ismail, S., Ghazali, M. S. (2022). Kajian Impak Keberkesanan Pasar Tani Kekal (PTK) Guar Chempedak. *FAMA Technical Paper*.

Nasir, Z. A., Adidinizar Z., Nasir, N. B. M., Fahami, N. A., Salim, M. N. Z., Ladin, J., Osman, M. N., Ismail, S., Ghazali, M. S. (2022). Kajian Impak Keberkesanan Pasar Tani Kekal (PTK) Kulim. *FAMA Technical Paper*.

Nasir, Z. A., Adidinizar Z., Nasir, N. B. M., Fahami, N. A., Salim, M. N. Z., Ladin, J., Osman, M. N., Ismail, S., Ghazali, M. S. (2022). Kajian Impak Keberkesanan Pasar Tani Kekal (PTK) Lekir. *FAMA Technical Paper*.

Nasir, Z. A., Adidinizar Z., Nasir, N. B. M., Fahami, N. A., Salim, M. N. Z., Ladin, J., Osman, M. N., Ismail, S., Ghazali, M. S. (2022). Kajian Impak Keberkesanan Pasar Tani Kekal (PTK) Manjung. *FAMA Technical Paper*.

Nasir, Z. A., Adidinizar Z., Nasir, N. B. M., Fahami, N. A., Salim, M. N. Z., Ladin, J., Osman, M. N., Ismail, S., Ghazali, M. S. (2022). Kajian Impak Keberkesanan Pasar Tani Kuala Kedah (PTK) Changlun. *FAMA Technical Paper*.



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Faculty of Hotel and Tourism Management, UiTM Cawangan Terengganu Kampus Dungun, 23000 Dungun, Terengganu

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Expertise : Culinary Arts and Gastronomy, Consumer Behaviour, Green Consumerism, Green Marketing



Doctor of Philosophy.

Master of Business Administration (Services Management).

Bachelor Degree of Science (Hons.) Culinary Arts Management.



Research
Projects

1. Crafting A Holistic Social Media And Tourist Behavioural Model Of Culinary Heritage Destination.
2. The Development of An Aquaponic System in Form of A Continuous Single Flow as A Continuous Source of Food and Income in Groups.
3. Defining University Student's Satisfaction Towards Campus Food Service (dineserv): A Study At Food Outlet UiTM Cawangan Selangor.

2022-2024 MyRA Grant
(Principal Investigator)
2023-2024 MyIS Grant
(Member)
2022-2024 Internal Faculty Fund (Member)



Professional
Services
Projects

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Academic Publications

Abdul Latip, M.S., Newaz, F.T., Mohamad, M.A., Tumin, S.A., Abdul Rahman, N.F., Noh, I. (2021). The moderating effect of food safety knowledge on organic food purchase intention in a new normal. *Pertanika J. Soc. Sci. Human*, 29 (4), 2281–2299.

Latip, M.S.A., Tumin, S.A. & May, R.Y.Y. (2023). Antecedents of organic food purchase intention: Does it moderate by the receptivity to green communication?. *Journal of Sustainability Science and Management*, 18 (6), 41-57.
<https://jssm.umt.edu.my/wp-content/uploads/sites/51/2023/06/JSSM-VOLUME-18-NUMBER-6-JUNE-2023-Article-4.pdf>.

Latip, S.N.N.A., Latip, M.S.A., Tamrin, M., & Nawi, M.Z.M. (2022). The Perspective of Work Ergonomics on Employee Task Performance in Hotel and Tourism Industry, Malaysia. *Proceedings*, 82(7).

Latip, M. S. A., Tamrin, M., Noh, I., Rahim, F. A., & Latip, S. N. N. A. (2022). Factors affecting elearning acceptance among students: The moderating effect of self-efficacy. *International Journal of Information and Education Technology*, 12(2).
<https://doi.org/10.18178/ijiet.2022.12.2.1594>.

Latip, M. S. A., Newaz, F. T., Latip, S. N. N. A., May, R. Y. Y., & Rahman, A. E. A. (2021). The sustainable purchase intention in a new normal of COVID-19: An empirical study in Malaysia. *Journal of Asian Finance Economics and Business*, 8(5), 951-959.
<https://doi.org/10.13106/jafeb.2021.vol8.no5.0951>.

Latip, M. S. A., Newaz, F. T., Ramasamy, R., Tumin, S. A., & Noh, I. (2020b). How do food safety knowledge and trust affect individual's green considerations during the COVID-19 pandemic in Malaysia?. *Malaysian Journal of Consumer and Family Economics*, 24, 261-285.

Noh, I., Alim, N. M., Latip, M. S. A., & Lenggogini, S. (2023). Defining University Student's Satisfaction Towards Campus Food Service: A Study at Food Outlet UiTM Cawangan Selangor, Puncak Alam Campus (DINESERV). *International Journal of Academic Research in Business and Social Sciences*, 13(5), 317 – 325.

Zanzaizman, M.N.A., Sheikh Mohamed Safri, S.N.S.S. and Abdul Latip, M.S. (2023). Baba Nyonya Peranakan ethnic food: exploring the effect of media influence and curiosity on consumption intention of the youth generation. *Young Consumers*, <https://doi.org.ezaccess.library.uitm.edu.my/10.1108/YC-02-2023-1681>.



MUSTAFA 'AFIFI BIN AB. HALIM (DR.)

Faculty of Syariah and Law, Universiti Sains Islam Malaysia,
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Tel : 010-3138873

Expertise : Consumer Law, Halal Law and Regulation, Conflict Resolution



PhD in Law, University of Hull (2018).
Master in Law (LLM), Universiti Kebangsaan Malaysia (2009).
Bachelor of Law (LLB), Universiti Islam Antarabangsa Malaysia (2006).



Research Projects

- | | |
|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| 1. <i>Consumer Legal Remedy in Halal Food Abuse. Geran Projek Penyelidikan Biduni Mizanniyyah.</i> | 2023-2024 Biduni Grant (Main Researcher) |
| 2. Modul For Halal Cosmetics And Consumer Goods: Malaysian Laws And Syariah Perspectives. | 2021-2024 USIM Research (Co-Researcher) |
| 3. <i>Penyelesaian Konflik Melalui Kaedah Alternatif untuk Kesejahteraan Sosial: Model Mediasi dan Sulh Klinik Guaman USIM.</i> | 2022-2024 USIM Research (Co-Researcher) |



Professional Services Projects

- | | |
|-----------------------------------------------------------------------------------------------|---------------------|
| 1. <i>Ahli Kumpulan Pemikir (Think Tank) Sulh, Jabatan Kehakiman Syariah Malaysia (JKSM).</i> | 1/2021-12/2023 JKSM |
| 2. <i>Perunding Program Pengantarabangsa Pengetahuan Pensijilan Halal Malaysia.</i> | 6/2022-6/2023 JAKIM |
| 3. <i>Perunding Kursus Kemahiran Sulh-Mediasi (USIM-JKSM).</i> | 6/2022-12/2022 KPT |

Academic Publications

Abd Aziz, S., Mohd Mahyeddin M.S, Ab Halim, M. 'Afifi, & Md Said, H. N. A. (2021). Best Practices of Islamic Cleansing (Sertu) Implementation in the Malaysian Halal Industry. *Journal of Fatwa Management and Research*, 23(1), 29-52. <https://doi.org/10.33102/jfatwa.vol23no1.308>.

Ab Halim, M.A. and Mohd Salleh, M.M. (2020). Consumer Rights in Halal Products: A Study Based on Legal and Syariah Perspectives. *Food Research*, 4 (Suppl. 1): 281 – 290. eISSN: 2550-2166. [https://doi.org/10.26656/fr.2017.4\(S1\).S31](https://doi.org/10.26656/fr.2017.4(S1).S31).

Ab Halim, M. B., Kashim, M. I. A. B. M., Salleh, M. M. M., Nordin, N. B., & Husni, A. B. M. (2015). Halal Pharmaceuticals. *The Social Sciences*, 10(4), 490-498.

Azlin Alisa Ahmad, Mustafa 'Afifi Ab. Halim & Nadhirah Nordin. (2015). Islamic Justifications of Foreign Exchange Options Contract as A Tool of Risk Management. *International Business Management*, 9,6,1455-1462.

Gunardi, S., Awang, M. S., Salleh, M. M. M., Halim, M. A. A., & Rab, M. A. A. (2022). Kawalan Perundangan Terhadap Pemakanan Halal Di Malaysia: Legal Control of Halal Food in Malaysia. *Journal of Fatwa Management and Research*, 27(3), 106-125. DOI: 10.33102/JFATWA.VOL27NO3.455.

Hendun Abd Rahman Shah, Norfadhilah Mohd Alli, Norsuhaida Che Musa, Adzidah Yaakob, Mustafa 'Afifi Ab Halim. (2022). Sulh dan Mediasi Dalam Talian dalam Konflik Kekeluargaan di Mahkamah Syariah Malaysia: Prospek dan Cabaran Norma Baharu. *Ulum Islamiyyah Journal*, 34,3,1-14.

Mohd Mahyeddin Mohd Salleh, Mustafa 'Afifi bin Ab. Halim, Mohd Soberi Awang & Nazariyah Yahaya. (2018). Plasenta Haiwan Dalam Produk Kosmetik Dan Farmaseutikal: Halal Atau Haram?. *Malaysian Journal of Syariah and Law*, 8(1), 101-110. ISSN: 1985-7454.

Mustafa 'Afifi bin Ab. Halim & Mohd Mahyeddin Mohd Salleh. (2018). Peranan Jakim Dan Jain Dalam Kes Yang Melibatkan Penyalahgunaan Label Halal Pada Produk Makanan. *Malaysian Journal of Syariah and Law*, 7(1), 51-60. ISSN: 1985-7454.



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Faculty of Economics and Management, Universiti Kebangsaan Malaysia, 43600 UKM, Bangi, Selangor

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Tel : 019-3950811

Expertise : Development Economics, Green and Environmental Economics, Circular Economy, ESG, Corporate Social Responsibility, Climate Change, Community Well-being



PhD in Environment and Development, Universiti Kebangsaan Malaysia (2019).
Master in Economics, Universiti Kebangsaan Malaysia (2012).
Bachelor in Economics, Universiti Kebangsaan Malaysia (2010).



Research Projects

1. An Exploring Study of Awareness and Perception Towards Environmental Sustainability Among UMK Students.
2. Challenges and Opportunities of Environmental, Social and Governance (ESG) Adoption Amongst MCMC Licensees.
3. Exploring the Determinants of Community Well-being in Endemic Period: A Comparison Study between Rural and Urban Community.

2020-Present UMK Grant (Leader)
2023 MCMC Digital Society Research (Leader)
2022 MASA (Leader)



Professional Services Projects

1. PENJANA-KPT Career Advancement Programme : *Kursus Profesional Estetik*.
2. PENJANA-KPT Career Advancement Programme : Certificate of Completion in Wellness Operations Course.

5/2021-12/2021
PENJANA-KPT-CAP
5/2021-present
PENJANA-KPT-CAP

Academic Publications

Abdullah, F.A., Yassin, N.H.M., Hasbollah, H.R., Saidi, N.A., Radzi, N.A.M. & Hashim, H. (2022). Propensity Adoption of Digital Technology Among Small Medium Enterprises in The Tourism Industry. *Journal of Tourism, Hospitality & Culinary Arts*, 14(1), 520-536.

Ali, A. F. M., Radzi, N. A. M., Kosnir, R., Hassan, S., & Saidin, S. S. (2021). Estimating Expenditure Pattern and Permanent Income Hypothesis: Evidence from Kelantan Malaysia. *Jurnal Ekonomi Malaysia*, 55(2), 39-49.

Ali, A. F. M., Amir Zal, W. A., Ghazali, N., Kosnir, R., & Radzi, N. A. M. (2021). Waqf as a Medium for Community Development: A Review on Literature From 2010 to 2020. *Library Philosophy and Practice*.

Halim, H. & Radzi, N. A. M. (2022). Factors influencing stress among female students in Universiti Malaysia Kelantan (city campus). *Journal of Tourism, Hospitality & Culinary Arts*, 14(1), 326-334.

Nazri F. N. M., Simpong D. B., & Radzi N. A. M. (2022). The effect of restaurant service quality on customer satisfaction: A conceptual paper. *Journal of Tourism, Hospitality & Culinary Arts*, 14(1), 187-199.

Radzi, N. A. M., Hasbollah, H. R., Normaizatul Akma, S., Hashim, H., & Ali, A. F. M. (2020). Wellness, Work, and Employee Assistance Programs as Part of CSR Initiatives among the Corporate Companies. *Palarch's Journal of Archaeology Of Egypt/Egyptology*.

Radzi, N. A. M., Lee, K. E., Halim, S. A., & Siwar, C. (2018). How Realistic is' good citizenship of the Corporate Company? The CSR Implementation Among FORBES-listed Top Oil and Gas Companies. *International Information Institute (Tokyo)*. Information, 21(4), 1333-1347.

Radzi, N. A. M., Saidi, N. A., Lee, K. E., Hasbollah, H. R., Hashim, H., & Abdullah, F. A. (2022). Revisiting a Study of Awareness and Perception Towards Sustainability. *Borneo International Journal*, eISSN 2636-9826, 5(1), 49-59.

Saidi N. A., Radzi N. A. M., Ali A. F. M., & Ghaffar S. F. A. (2022). Financial Sustainability of Small and Medium Enterprises: A Bibliometric Analysis. *Journal of Tourism, Hospitality & Culinary Arts*, 14(1), 411-434.



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Email : niksuhailah@umk.edu.my
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Expertise : Relationship Marketing, Retailing, Consumer Behavior



PhD in (Marketing), Universiti Malaysia Terengganu (2021).
Master in Business Administration, Universiti Teknologi MARA (2021).
Bachelor Degree of Business Administration (Marketing), Universiti Teknologi Malaysia (2002).



Research Projects

1. A study on Perspective and Experience in Postal Article Safety Throughout Last Mile Delivery for Postal and Courier Industry.
2. Developing Virtual Travel Community (VTC) Model in Escalating the Visibility of Local Tourism in Malaysia.
3. Investigation the Roles of Government in The Survival of Malaysian Home-Grown Franchise During A Pandemic Crisis.

2023 MCMC Grant
(Principal Researcher)
2021 FRGS
(Co-Researcher)
2021 Short Term Grant
UMK (Co-Researcher)



Professional Services Projects

1. Projek Perundingan Pelan Strategik Lembaga Pertanian KEMUBU (KADA) 2022-2030.
2. Projek Perundingan Dasar Keusahawanan Negeri Kelantan, Unit Perancangan Ekonomi Negeri Kelantan (UPEN).
3. Projek Perundingan KPT-PENJANA PACE Halal Executive.

4/2022-12/2023
KADA
11/2022-7/2023
UPEN
2022 KPT-PENJANA

Academic Publications

Mohd Nasrulddin Abd Latif, Nurul Ashykin Abd Aziz, Nik Syuhailah Nik Hussin and Zuraimi Abdul Aziz. (2021). Cyber Security in Supply Chain Management: A Systematic Review. *LogForum*, 17 (1), 49-57.

Nik Syuhailah Nik Hussin, Safiek Mokhlis, Hayatul Safrah Salleh and Zuraimi Abdul Aziz. (2020). The Relationships Among Service Quality, Emotional Satisfaction and Behavioural Intention in Childcare Provider Choice: Evidence from Malaysia. *Systematic Review in Pharmacy*, 11 (5), 879- 887.

Nik Syuhailah Nik Hussin, Zuraimi Abdul Aziz and Nurul Ashykin Abd Aziz. (2022). Do Childcare Understand Parent? Looking from the Perspective of Behavioral Intention. *Malaysian Journal of Consumer and Family Economics*, 29, 448-482.

Nik Syuhailah Nik Hussin and Zuraimi Abdul Aziz. (2021). Socioeconomic Development of Poverty Alleviation of Women Entrepreneurship (2022). *International Journal of Professional Business Review*, 6 (1), 1-30.

Nurul Ashykin Abd Aziz, Mohamad Rohieszan Ramdan, Nik Syuhailah Nik Hussin, Zuraimi Abdul Aziz, Juliana Osman and Hasif Rafidee Hasbollah. (2021). The Determinants of Global Expansion: A Study on Food and Beverage Franchisors in Malaysia. *Sustainability*, 13, 10328, 1-15.

Nurul Ashykin Abd Aziz, Mohd Hizam Hanafiah, Hasif Rafidee Hasbollah, Zuraimi Abdul Aziz and Nik Syuhailah Nik Hussin. (2022). Understanding the Survival Ability of Franchise Industries during the Covid-19 Crisis in Malaysia. *Sustainability*, 14(6), 3212, 1-17.

Safiek Mokhlis, Nik Syuhailah Nik Hussin, Nurul Zarirah Nizam, Nor Azila Mohd Noor and Noor Awanis. (2022). Predicting Malaysian University Students' Intent to Pursue Retailing Career: Applicability of Theory of Planned Behavior. *International Journal of Professional Business Review*, 7 (1), 1-26.

Zuraimi Abdul Aziz, Nik Syuhailah Nik Hussin, Nurul Ashykin Abd Aziz, Mohd Nasrulddin Abd Latif. (2021). Exploring the Process of Aqua Logistics in The Malaysian Aquaculture Industry – A Qualitative Study. *LogForum*, 17(2), 287-298.



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Faculty of Business and Management, 42300 Universiti
Teknologi MARA Cawangan Selangor, Selangor

Email : shidaothman@uitm.edu.my
Tel : 010-2451335

Expertise : International Economics, Economics Development, Renewable Energy



PhD in Economics (International Economics), Universiti Putra Malaysia (2019).
Master of Economics, Universiti Kebangsaan Malaysia (2013).
Bachelor of Economics with Honors, Universiti Kebangsaan Malaysia (2010).



Research Projects

1. Entrepreneurial Skill Acquisition in the Social Media: A study of Millennials in Malaysia.
2. Innovation and Trade Competitiveness: Panel Data Approach for Malaysia's Palm Oil Downstream Industry.
3. The Competitiveness of Palm Oil Downstream Industry.

2021-2023 FBM Grant
(Principal Investigator)
2019-2022 FRGS
(Co-Researcher)
2016-2017 Putra Grant
(Co-Researcher)



Professional Services Projects

1. Copyeditor (Journal of Emerging Economies and Islamic Research (JEEIR)-UiTM).
2. Treasurer (Association of Malaysian Environment - Behaviour Researchers).
3. Panel of Assessor for Self-Accreditation.

2023
JEEIR UiTM
2023
AMER
2023-2025 UniKL

Academic Publications

Din, N., Othman, N. (2022) Personality Traits of Women Entrepreneurs for Sustainable Food Businesses (No. gjbssr619). *Global Academy of Training and Research (GATR) Enterprise*.

Ghazali, N. A., Alhafez, A. A. M., Perdous F. H. A., Othman, N., & Razarizal, R. N. (2022). Human Capital's Contribution to Labor Productivity: A Malaysian Perspective. *Korea Review of International Studies*, 15(Special Issue 04).

Huay, C.S., Othman, N., Rasiah, R.R.V. & Bani, Y. (2021). Income Inequality and Human Development in ASEAN Countries: A Pooled Mean Group Analysis. *Empirical Economics Letters*. (Special Issue) (November 2021).

Mujitapha, D., Affendi, N. S. N. N., Othman, N., & Muda, R. (2021). Unemployment and Economic Growth: An Empirical Verification of Okun's Law in Malaysia. *Global Business & Management Research*, 13(4).

N Othman, MS Tahir, L Joremi (2022). On the duration of trade competitiveness: the case of the Malaysian palm-based oleochemical industry. *Helijon*, 8 (11), e11903.

Othman, N., Yusop, Z., & Ismail, M. M. (2023). Environmental Policies and Trade Competitiveness: The Malaysian Palm Oil Downstream Industry. *International Journal of Business and Society*, 24(1), 184-201

Othman, N., Yusop, Z., Ismail, M. M., & Afandi, S. H. M. (2021). Energy Tax and the Downstream Palm Oil Trade Competitiveness Nexus in Malaysia: An Application of GMM Approach. *International Journal of Energy Economics and Policy*, 11(5), 593-599.

Sampath R., Pyeman, J., Othman, N., Veera, P., Zakaria S. (2022). An Overview on the Relationship between Financial Development and Economic Growth. *International Journal of Business and Finance Research*.

Yusop, Z., Othman, N., & Benalywa, Z. A. (2022). Competitiveness of Malaysia's Palm-Based Finished Products. *Environment-Behaviour Proceedings Journal*, 7(19), 3-9.



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Expertise : Commercial law, Contact Law, Consumer Law, Competition Law, E-commerce



PhD in Contract Law, Universiti Kebangsaan Malaysia (2019).
Master of Comparative Laws (MCL), Universiti Islam Antarabangsa Malaysia (2011).
Bachelor of Sharia Law (LLBS), Universiti Islam Antarabangsa Malaysia (2011).



Research Projects

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|------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 1. A Framework for Competition Law on Digital Market of E-commerce Platforms in Malaysia. | 2022-2025 FRGS |
| 2. <i>Salah Nyata Dalam Kontrak: Perbandingan Perundangan Negara-Negara Common Law Terpilih dan Perundangan Islam.</i> | 2023 Dana Penerbitan Buku (DPB) |
| 3. <i>Pembentukan Garis Panduan Penentuan Perlakuan Salah Nyata dalam Kontrak di Malaysia.</i> | 2019-2022 GGPM Grant |



Professional Services Projects

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|-------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1. <i>Libat Urus Bengkel Penambahbaikan Dasar Pengguna Negara oleh Kementerian Perdagangan Dalam Negeri.</i> | 9/2023
KPDN |
| 2. <i>Perundingan Projek Kajian Kemungkinan (Feasibility Study) bagi Penubuhan Yayasan Pendidikan MAIWP UKMP.</i> | 3/2022-7/2022
MAIWP UKMP |

Academic Publications

Adnan, A. M., Manap, N. A., & Zakaria, Z. (2023). Increase in Online Purchase Fraud Cases: Business Ethics vs Consumers' Attitudes. *International Journal of Academic Research in Business & Social Sciences*, 13(6), 1424 – 1438.

Amirah Madihah Adnan, Norhoneydayatie Abdul Manap, Zamzuri Zakaria. (2022). Strategies used by the authorities in dealing with online purchasing fraud. *International Journal of Advanced Research (IJAR), Int. J. Adv. Res.*, 10(10), 889-899.

Norhoneydayatie Abdul Manap. (2022). Peranan NGO Dalam Memberikan Pendidikan Kepada Pengguna: Kajian Di Malaysia. *International Journal of Social Science Research (IJSSR)*, Vol. 4 No. 3.

Norhoneydayatie Abdul Manap. (2022). Perlindungan Hak Pengguna Dalam Pembelian Dalam Talian (Online). *International Journal of Social Science Research (IJSSR)*, Vol. 4 No. 3.

Norhoneydayatie Abdul Manap, Azlin Alisa Ahmad, Mohd Nasran Mohamad, Amirah Madihah Adnan. (2022). Remedy for Misrepresentation in Contracts: An Analysis Approach in Malaysian and Australian Law. *International Journal of Academic Research in Business and Social Sciences*, Vol. 12, No. 11.

Norhoneydayatie Abdul Manap, Farhah Abdullah, Tze Chin Ong and Nor Qamal Danial Mohd Safuan. (2022). The Burden of Proof In Misrepresentation In Contracts: A Legal Analysis. *International journal of advanced research (IJAR) Int. J. Adv. Res.*, 10(03), 549-557, 2022.

Norhoneydayatie Abdul Manap, Nik Abdul Rahim Nik Abdul Ghani, Amirah Madihah Adnan. (2021). Mapping The Common Law Concept of Misrepresentation in Contract Under The Islamic Law. *Journal of Contemporary Islamic Law*, Vol. 6(1): 9-16.

Nurul Najihah Binti Mohamad Shokri, Norhoneydayatie Abdul Manap. (2023). Etika Berpakaian dalam Iklan Menurut Perspektif Islam. *Journal of Contemporary Islamic Law*, 8(1): 29- 35.



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Department of Marketing, School of Business Management (SBM), Universiti Utara Malaysia, 06010 Sintok, Kedah

Email : normalisa@uum.edu.my
Tel : 019-4501449

Expertise : Social Marketing, Green Behavior, Advertising, Consumer Studies, Branding



Phd (Marketing), University of Hull UK (2014).
MSc in Management, Universiti Utara Malaysia (2008).
BBA (Hons) Marketing, Universiti Teknologi MARA (2006).



Research Projects

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|---------------------------------------------------------------------------------------------------------|-----------------------------------|
| 1. <i>Membangunkan Kit Pemasaran Digital Usahawan Asnaf Lznk (Ez-Kit) Melalui Pendekatan Sostac.</i> | 2022 Industry Grant (Leader) |
| 2. <i>Membangunkan Strategi Pemasaran Digital Uum Press (I-Mpress) Melalui Pendekatan Sostac.</i> | 2022 University Grant (Member) |
| 3. The Importance Of Luxury Value Perception: The Comparison Between Malaysian and Indonesia Consumers. | 2021 Int. Matching Grant (Member) |



Professional Services Projects

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Academic Publications

Al-Ganad, A.M.N., Isa, N.M. & Fauzi, W.I.M. (2021). Boosting green cars retail in Malaysia: The influence of conditional value on consumers behaviour. *Journal of Distribution Science*, 19(7), 87 - 100.

Isa, N.M., Salahuddin, N. & Ningyan, C. (2023). China's Halal Food Guide: A Muslim's Traveler Pocketbook. Lulu Press USA.

Isa, N.M., Vachkova, M., Ayyub, R.M., Salahuddin, N. & Al-Ganad, A.M.N.(2022). Islamic Identity and Pro-Recycling: The Role of Spirituality in Sustainability Message Communications. *Malaysian Journal of Consumer and Family Economics*, 22(2), 539 - 572.

Mabkhout, H., Isa, N.M. & Mabkhout, A.H.A.N. (2022). The Influence of The Credibility of Social Media Influencers on the Consumers' Purchase Intentions: Evidence from Saudi Arabia. *Sustainability*, 14(12323), 1 - 15.

Malik, N.A.A.A., Isa, N.M., Salahuddin,N., Al-ganad, A.M.N. (2022). The Impact of Covid-19 On Customer Buying Behavior: A Study on Gen Z in Universiti Utara Malaysia. *Jurnal Pengguna Malaysia*, 1(38), 124 - 142.

Ningyan, C., Isa, N.M. & Perumal, S. (2023). Effects of Risk Attitude and Time Pressure on the Perceived Risk and Avoidance of Mobile App Advertising among Chinese Generation Z Consumers. *Sustainability*, 15(15), 1 - 18.

Prachaseree, K., Ahmad, N.,& Isa, N.M. (2022). Reviews of Brand Equity For Online Retailers. *ABAC Journal*, 42(1), 52 - 72.

Prachaseree, K., Ahmad, N.,& Isa, N.M. (2023). The influence of online retail/service brand equity and effect of country of origin on e-marketplace patronage intention. *International Journal of Electronic Business*, 18(1), 1 - 29.

Salahuddin, N., Isa, N.M. & Salahuddin, N.R. (2022). Demistfying Halal Logo Literacy. *Jurnal Pengguna Malaysia*, 2(38), 138 - 153.

Vachkova,M., Ghouri,A., Ashour, H., Isa, N.M.& Barnes, G. (2023). Big data and predictive analytics and Malaysian micro-, small and medium businesses. *SN Business & Economics*, 3(152), 1 - 28.



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Department of Resource Management and Consumer Studies,
Faculty of Human Ecology, UPM, 43400 Serdang, Selangor

Email : norzalina@upm.edu.my
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Expertise : Environmental Economics, Sustainable Consumption



PhD (Environment and Development), Universiti Kebangsaan Malaysia (2016).
Master in Economics, Universiti Kebangsaan Malaysia (2002).
Bachelor Sc. Economics (Resource), Universiti Putra Malaysia (1998).



Research Projects

1. Constructing Indicators and Profiles of Energy Poverty Among B40 Household in Malaysia.
2. Determinants of Financial Empowerment among Millennial University Students? Cross Country Evidence.
3. Typology of Multi-Generational B40 Households at Metropolitan High-Rise People's Housing Project (PPR) in Peninsular Malaysia.

2021 KPT-FRGS
(Leader)
2020 Putra-UPM
(Co-Researcher)
2020 KPT-FRGS
(Co-Researcher)



Professional Services Projects

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Academic Publications

Abdullahi Mohammad Jalam, Amir Hamzah Sharaai, Mariani Ariffin, Norzalina Zainudin & Haruna Danladi Musa. (2020). Closing the policy-practice gaps in Nigeria's deserification interventions: a qualitative document analysis of sustainable practice. *Journal of Environmental Policy & Planning*, DOI: 10.1080/1523908X.2020.1832883.

Munusami, C., Zainudin, N. (2023). Kaedah Eksperimen Pilihan Diskret: Kesanggupan Membayar Isi Rumah Terhadap Penambahbaikan Perkhidmatan Rawatan Air Sisa. *Malaysian Journal of Social Sciences and Humanities*.

Norzalina Zainudin, Jasmine Leby Lau & Chandramalar Munusami. (2021). Modelling household behavioral changes as an opportunity for sustainable home energy. *Environmental Economics and Policy Studies*.
<https://doi.org/10.1007/s10018-021-00311-z>.

Shazleen Ilyana Sharifuddin & Norzalina Zainudin. (2021). A Review on Solar Photovoltaic (PV) Progress in Leading Countries in ASEAN. *International Journal of Advanced Research in Technology and Innovation*. Vol.2, pp 47-61.
<http://myjms.mohe.gov.my/index.php/ijarti>.

Zainudin, N. (2022). Analysis on socio-economic and the economic challenges of covid-19 at households' level. *International Journal of Academic Research in Business and Social Sciences (IJARBSS)*.

Zainudin, N. (2022). An Extended Model of the Theory of Planned Behavior to Predict Households Response to Net Energy Metering Program in Urban Malaysia. *International Journal of Academic Research in Business and Social Sciences (IJARBSS)*.

Zainudin, N. (2021). Determinants of using alternative to single-use plastic bags. *Journal of Academic Research in Business and Social Sciences*.

Zhi Ying Ong, Jasmine Lau & Norzalina Zainudin. (2020). Money attitude, materialism and compulsive buying among Malaysian young adults. *Management science letters*. 11. 281-290.



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Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA, 40450 Shah Alam, Selangor

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Tel : 019-2114383

Expertise : Marketing (Consumer Behaviour, Branding, Customer Experience)



PhD (Business Management), Universiti Teknologi MARA (2018).
M. Sc Information Management, Universiti Teknologi MARA (2003).
BBA (Hons) Marketing, Universiti Teknologi MARA (1996).



Research Projects

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|-------------------------------------------------------------------------------|----------------------------------------------|
| 1. Examining Advertisement Values and Emotion on Consumer Purchase Intention. | 2023-2025 AAGBS Grant (Principal Researcher) |
| 2. User Continuance Intention in Using e-Hailing Services. | 2023-2025 AAGBS Grant (Principal Researcher) |
| 3. Overcoming Digital Divide in Europe and Southeast Asia. | 2022-2026 ERASMUS (Co-Researcher) |



Professional Services Projects

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|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 1. <i>Kajian Terhadap Tahap Kepuasan Perkhidmatan Pengurusan Sampah dan Impak Penyampaian Perkhidmatan Terhadap Kos Pengurusan Sampah.</i> | 2023 KDEB Waste Management Sdn Bhd |
| 2. Optimization of Cenosphere Extraction from TNB Power Plant. | 2022 UNITEN R&D |

Academic Publications

Abu Seman, S. A., Hashim, M. J., Mohd Roslin, R., & Mohd Ishar, N. I. (2018). Millennial learners' acceptance and satisfaction of blended learning environment.

Ambad, S. N. A., Haron, H., & Ishar, N. I. M. (2022). Determinants of Consumers' Purchase Behaviour Towards Online Food Delivery Ordering (OFDO). *Pertanika Journal of Social Sciences & Humanities*, 30(3).

Fikry, A., Fatahiyah, S., Jamaludin, N. L., Mat Shafie, I. S., Abd Aziz, Z. D., Mohd Yusof, Y. L., ... & Mohd Nor, M. (2020). The Use of Humanoid Robotic as Assistive Rehabilitation Treatment for Children with Autism According to Objectives of Shariah in Islam. *International Journal of Academic Research in Business and Social Sciences*, 10(7), 116-129. In *International Journal of Academic Research in Business & Social Sciences*, Vol.10(7), pp. 116-129.

Hashim, M. J., Ishar, N. I. M., Abu, S. A., & Seman, M. R. K. (2022). Determinants of Investment Decision-Making During The Covid-19 Pandemic. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 12(3), pp. 870 – 889.

Jalasi, A., Ambad, S. N. A., & Ishar, N. I. M. (2022). Halal Image And Attitude Effect On The International Muslim Tourists' Intention To Visit Homestays In Sabah, Malaysia: The Moderating Role Of Halal Awareness. *Al-Qanatir: International Journal of Islamic Studies*, 28(2), 104-115.

Revisiting The Halal Certification Process Through the Lens of MYeHALAL Apps. (2021). *Journal Halal*, Jakim. Vol. 4 (2021M/1443H).

Wan Jusoh, W. A. B., Bin Sjahrir, M. I., Binti Hussin, N. F. S., & Ishar, N. I. M. (2022). The Strategies to Improve Customer Experience: A Case of Online Shopping Platform. *Jurnal Manajemen Teori dan Terapan*, 15(3).



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26700 Bandar Muadzam Shah, Pahang

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Expertise : Energy Economics, Environment Economics, Business Economics



PhD in Business Management (Energy Economics), Universiti Tenaga Nasional (2018).
Master in Business Administration, Universiti Utara Malaysia, (2006).
Bachelor in Economics (Hons), Universiti Malaya (1999).



Research
Projects

1. Policy Recommendation to Achieve A Carbon Neutral Economy: The Case of Corporate Governance and Carbon Performance in Malaysia's Smart Cities.
2. Consumption Expenditure - How Strong the Impact of Fiscal Policy Instruments on The Economics Wellness? Evidence from Malaysia.

2022-2023 Japanese Economic Foundation (Co-Researcher)
2021-2022 (Researcher)



Professional
Services
Projects

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Academic Publications

Ishak, I., Othman, N.S., & Harun, N.S. (2022). Forecasting Electricity Consumption of Malaysia's Residential Sector: Evidence from an Exponential Smoothing Model. <https://doi.org/10.12688/f1000research.74877.1>.

Othman, N.S. (2020). A review on Malaysia's Financial Development trade-off with Environmental Pollution. *Global Business and Management Research: An International Journal*. Vol. 12, No. 4. Page 167-175.

Othman, N.S., & Bekhet, H.A. (2021). Dynamic Effects of Malaysia's Government Spending on Environment Quality: Bridging Stirpat and EKC Hypothesis. *International Journal of Energy Economics and Policy*. 11(5), 343-355.

Othman, N.S., Bekhet, H.A., & Lojuntin, S.A. (2020). Does Government Spending Expenditure Contribute to Malaysia Environmental Sustainability? A Dynamic Analysis. *Global Business and Management Research: An International Journal*, Vol. 12, No. 4. Page 61-72.

Othman, N.S. & Hariri, N.H.M. (2021). Estimating the Causality and Elasticities of Residential Electricity Consumption for Malaysia. *International Journal of Energy Economics and Policy*, 11(6), 335-346.

Othman, N.S., Harun, N.H., Ishak, I. (2021). Establishing Valid and Reliable Measures for Residential Consumer Behaviour towards New Technology Electricity Appliances: An Exploratory Factor Analysis – Springer-Verlag in the Lecture Notes in Computer Science (LNCS) series.

Othman, N. S., Harun, N. H., & Ishak, I. (2021). What Drives Residential Consumers Willingness to Use Green Technology Applications in Malaysia?. *The Journal of Asian Finance, Economics and Business*, 8(10), 269–283.
<https://doi.org/10.13106/JAFEB.2021.VOL8.NO10.0269>.

Othman, N.S., & Tai, T.L. (2022). The Impact of Fiscal Policy Instruments on Economic Wellness: Evidence From Malaysian Per Capita Income. *The Journal of Asian Finance, Economics and Business*, Vol 9 No 6, 0245–0252
<https://doi:10.13106/jafeb.2022.vol9.no6.0245>.



NURADLI RIDZWAN SHAH BIN MOHD DALI (ASSOCIATE PROF. DR.)

Faculty of Economics and Business, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800 Negeri Sembilan.

Email : nuradli@usim.edu.my

Tel : 011-14785422

Expertise : Business Management, Finance



PhD in Business Management, University of Cardiff, UK (2014).

Postgraduate Diploma in Social Science Research Methods, University of Cardiff, UK (2010).

Master of Economics, Universiti Kebangsaan Malaysia (2008).



Research Projects

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| <ol style="list-style-type: none">1. E-Addict Proposed Framework for Mitigating Risks of Digital Addiction Among Adolescents in Malaysia.2. <i>Kajian Penetapan dan Semakan Semula Kadar Had Kifayah Negeri Perak.</i>3. Efficiency Level of Food and Beverage Companies and Market Value in Top 10 Countries Halal Food. | <p>2019-2023 FRGS
(Co-Researcher)</p> <p>2020-prresent Ministry
(Co-Researcher)</p> <p>2021-present University
Airlangga (Co-Researcher)</p> |
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Professional Services Projects

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| <ol style="list-style-type: none">1. Sijil Securities Commission Licensing Examination (SCLE) Module 6 & Module 7.2 Securities Commision Licensing Examination (SCLE) Module 9 & 10.3. Retail Impact Study of Lotus's Store Development at Kuala Kangsar Perak. | <p>4/2022-11/2022 SCLE</p> <p>3/2022-11/2022 SCLE</p> <p>3/2022 National</p> |
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Academic Publications

Alabbasi, H. A., Marzuki, A., & Dali, N. R. S. M. (2021). Impact of Sukuk liquidity on stock market liquidity: evidence from Malaysia. *International Journal of Advanced Research in Economics and Finance (IJAREF)*.

Al-ddin, A. E. S., & Mohd Dali, N. R. S. (2022). The Impact Of Technological Factors On The Intention To Use Zero-based Budgeting System In Yemeni Public Entities: The Mediating Role Of Tam Model Factors. *International Journal of Business Society*.

Bin Siraj, A. S., Ibrahim, M. F., & Mohd Dali, N. R. S. (2022). Determinant Factors For Paying Zakat Fitrah Via Fintech. *The Journal of Muamalat and Islamic Finance Research*, 19(2), 102–124.

Buana, M. T. L., Dali, N. R. S. M., & Anwar, I. F. (2021). Tinjauan Kesan Pembiayaan Perbankan Islam kepada Sektor Pembinaan Infrastruktur Semasa Pandemik Di Indonesia:[Review of the Impact of Islamic Banks' Financing to Construction Sector During Pandemic in Indonesia]. *Ulum Islamiyyah*, 33(S4), 289–299.

Dali, N. R. S. M., Nawang, W. R. W., Nazarie, W. N. F. W. M., Hamid, H. A., & Lee, U. H. M. S. (2021). Gelagat Pengguna Dan Penjanaan Kekayaan Sewaktu Pandemik Covid-19: Satu Analisis Konseptual. *Ulum Islamiyyah: Malaysian Journal of Islamic Sciences*.

Nur Faizah, A. K., Farhana, S., Hanifah, A. H., Nuradli Ridzwan Shah, M. D., & Azreena, A. B. (2023). Amid Covid-19: The Rise of Gaming Addiction. *International Journal of Academic Research in Business and Social Sciences*, 13(5).

Shamsudin, S. N., Bakar, E., Osman, S., & Dali, N. R. S. M. (2022). Konsep Halalan Tayyiban bagi Produk Nutraceutical. *Journal of Fatwa Management and Research*.

Siraj, A. S., Ibrahim, M. F., & Dali, N. R. S. M. (2022). Conceptual framework: Determinant factors for paying zakat fitrah via FinTech. *The Journal of Muamalat and Islamic Finance Research*, 102–124.



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Expertise : Consumer Food Safety, Quality and Sustainability



PhD in Community Nutrition, Universiti Putra Malaysia (2023).
Master of Food Technology, Universiti Putra Malaysia (2016).
Bsc (Hons) Food Science and Technology, Universiti Putra Malaysia (2015).



Research Projects

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| 1. Psychological Differences between Non-to-Occasional and Regular Organic Food Consumers in an Emerging Market: A Preliminary Comparative Analysis among Malaysian Adults.
2. A Systematic Review of 10 Years of Empirical Studies on Organic Food Consumption among Malaysian Consumers. | 2023
(Co-Researcher) |
| | 2021
(Principal Researcher) |



Professional Services Projects

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|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 1. Consumer Health and Food Safety Awareness.
2. Focus Group Discussion on “Pelan Tindakan Pengguna Kajian Semakan Semula Dasar Pengguna Negara”. | 2023 MACFEA-KPDN
2022 KPDN |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|

Academic Publications

Jaafar, N. A. A., Sulaiman, N., Badari, S. A. Z., & Sabran, M. R. (2023). Exploring Contrasts in Food Choice Motives across Different Types of Consumers of Organic Food: A Pilot Study among Malaysian Adults. *International Journal of Academic Research in Business and Social Sciences*, 13(10):503-516. DOI:10.6007/IJARBSS/v13-i10/18848.

Jaafar, N. A. A., Sulaiman, N., Redzwan, M., & Badari, S. A. Z. (2020). A Systematic Review of 10 Years of Empirical Studies on Organic Food Consumption among Malaysian Consumers. *Malaysian Journal of Consumer and Family Economics*, 25 (S1), 111-134.

Jaafar, N. A. A., Sulaiman, N., Redzwan, M., & Badari, S. A. Z. (2023). Development, validity and reliability of a questionnaire on psychological factors of organic food consumption among Malaysian adults. *Information Management and Business Review*, 15(2(I)SI), 57-69.

Jaafar, N. A. A., Sulaiman, N., Zainal, S. A., & Badari, M. R. S. (2023). Psychological Differences between Non-to-Occasional and Regular Organic Food Consumers in an Emerging Market: A Preliminary Comparative Analysis among Malaysian Adults. *International Journal of Academic Research in Business and Social Sciences*, 13(8). DOI:10.6007/IJARBSS/v13-i8/17823.



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Faculty of Business & Management, Universiti Teknologi MARA Selangor, 42300 Puncak Alam, Selangor

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Tel : 012-3947982

Expertise : Economic Development, Poverty, Sustainable Livelihood of Households



PhD (Economics), Universiti Sains Malaysia (2019).

Master in Economic Management, Universiti Sains Malaysia (2015).

Bachelor of Applied Science (Hons.) (Mathematics and Economics), Universiti Sains Malaysia (2014).



Research Projects

1. Reassessing Poverty and Coping Strategies of Households in Malaysia.
2. Modelling the Sustainability of Gig Economy in Malaysia.
3. The Influence of Green Financing and Corporate Governance Mechanisms on Bank Performance in Malaysia.

2022-2024
(Project Leader)
2022-2024
(Team Member)
2022-2024
(Team Member)



Professional Services Projects

1. Consultancy to Develop An Inclusive Social Protection Policy System in Malaysia.

2022-2024
UNDP

Academic Publications

Azhar, N. A. Z. M., & Shakil, N. S. M. (2022). Financial Preparedness of households: A Review. *Journal of Entrepreneurship, Business and Economics*, 10(2S2), 154-164.

Azhar, N. A. Z. M., & Shakil, N. S. M. (2021). The Intervention of Micro, Small and Medium Enterprises (MSMEs) in Malaysia's Digital Economy. *Global Business & Management Research*, 13(4).

Mohamad Azhar, N. A. Z., & Mohd, S. (2020). Using asset index to reassess poverty in the Northern States of Malaysia: do the poor stay poor?. *International Journal of Social Economics*, 47(4), 483-502.

Othman, N., Yusop, Z., Huay, C. S., & Azhar, N. A. Z. M. (2022, November). The Impact of The European Union's Environmental Policy towards Competitiveness in Malaysia's Palm Oil Industry. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1102, No. 1, p. 012033). IOP Publishing.

Othman, N., Wahab, S. N., Azhar, N. A. Z. M., & Rizkalla, N. (2022). Social Media Entrepreneurs and Environmental Sustainability: Millennials in Malaysia. *Environment-Behaviour Proceedings Journal*, 7(21), 79-86.

Othman, N., Yusop, Z., Huay, C. S., & Azhar, N. A. Z. M. (2022, November). The Impact of The European Union's Environmental Policy towards Competitiveness in Malaysia's Palm Oil Industry. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1102, No. 1, p. 012033). IOP Publishing.

Shakil, N. S. M., Azhar, N. A. Z. M., & Othman, N. (2023). Solid Waste Management in Malaysia: An overview. *Information Management and Business Review*, 15(1 (I) SI), 86-93.

Shuang, L., Senawi, A. R., Azhar, M., & Zahida, N. A. (2022). County E-Commerce as an Innovative Way to Promote County Economic Development: A Conceptual Analysis. *Global Business & Management Research*, 14.

Wahab, S. N., Safian, S. S. S., Othman, N., & Azhar, N. A. Z. M. (2021). Motivations to implement sustainable warehouse management: a literature review. *International Journal of Accounting*, 6(33), 117-124.



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Negeri Sembilan, Malaysia

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Tel : 014-3295501

Expertise : E-Commerce, Consumer Protection Law



PhD in Law



Research
Projects

1. Mengkaji Tahap Pengetahuan Berkaitan Tuntutan Harta Sepencarian.
2. Penggunaan Video Animasi dalam Sesi Pengajaran dan Pembelajaran bagi Kursus Undang-Undang Komersial.
3. Shariah-Compliant Islamic Medical Service Standard Framework for Health Providers in Malaysia.



Professional
Services
Projects

1. Penceramah Seminar Syariah dan undang-Undang Siri 1.
2. Penceramah Seminar Syariah dan undang-Undang Siri 3.
3. Penceramah Program Gema Kasih Sukarelawan Jabatan Kebajikan Masyarakat Negeri Johor.
4. Ahli Panel MQA.

Academic Publications

Nur Farahin Afiqah Daud. (2022). E-Commerce and Consumer Protection: The Need for Awareness. *Jurnal Teknikal Dan Sains Sosial*. Jilid 1, Edisi 16/ Julai 2022.

Nur Farahin Afiqah Daud & Nik Salida Suhaila Nik Saleh. (2021). Legal Analysis on Enforcement of Foreign Judgment: International Jurisdiction in E-Commerce. *Jurnal Teknikal dan Sains Sosial*. Jilid 1, Edisi 13/Julai 2021.

Nur Farahin Afiqah Daud & Nik Salida Suhaila Nik Saleh. (2020). An Analysis on the Issue of Legal Capacity in E-Commerce Transaction in Malaysia. *Jurnal Teknikal dan Sains Sosial* Bilangan 11 Jilid 1 November 2020.

Nur Farahin Afiqah Daud. (2019). Jurisdiction of Court in Online Business: A Malaysia Perspective, Vol 1 No 3 (2019): Special Series 3- *International Conference of the Postgraduate Students and Academics in Syariah and Law (INPAC)*, Universiti Sains Islam Malaysia.

Nur Farahin Afiqah Daud. (2019). Regulatory Framework and Legal Issues of Online Businesses in Malaysia, *6th International Conference on Postgraduate Research 2019 iCPR2019* Theme: Progressive and Collaborative in Facing IR 4.0, Kolej Universiti Islam Selangor.

Nur Farahin Afiqah Daud. (2019). Towards an Effective Legal Validity for Electronic Commerce Transactions: Terms and Conditions, *4th National Research of Intellectual seminar Proceeding 2019 PolyCCRISe 2019*, Politeknik Nilai Negeri Sembilan, Jabatan Pendidikan Politeknik.

Nur Farahin Afiqah Daud. (2019). An Awareness of Legality and Legal Protection While Conducting Online Business Among Nilai Polytechnic Students: Checklist Approach, *4th National Research of Intellectual seminar Proceeding 2019 PolyCCRISe 2019*, Politeknik Nilai Negeri Sembilan, Jabatan Pendidikan Politeknik.

Nur Farahin Afiqah Binti Daud & Norsalwati Binti Mohd Razalli. (2018). Effects of e-Learning towards Students' Motivation and Performance, *National e-Learning Conference 2018 (NeLCon2018)*, Politeknik Port Dickson Negeri Sembilan, Jabatan Pendidikan Politeknik.



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Expertise : Economy, Finance, Stock and Bond Market



PhD in Economics, Universiti Putra Malaysia (2016).
Master in Economics, Universiti Putra Malaysia (2010).
Bachelor of Banking, Universiti Utara Malaysia (2007).



Research Projects

1. Assessing the Role of Labor Market on Foreign Direct Investment on Productivity Growth in Malaysia Economic Sector.
2. Investigating the Product Quality Attributes That Influence Customer Satisfaction of Online Shopping Product.
3. Labour Market Flexibility: Threshold impact on FDI-Growth link in Developed and Developing Countries.

2018 UMK-SGJP
(Head Researcher)
2018 UMK-SGJP
(Co-Researcher)
2018 KUIS
(Co-Researcher)



Professional Services Projects

1. *Ahli Bersama Perunding Projek Perundingan Pembangunan Dasar Keusahawanan Negeri Kelantan.*
2. *Projek Pembangunan Pembangunan Dasar Keusahawanan Negeri Kelantan.*

2022
DKNK
2022
DKNK

Academic Publications

Nordin, N., Nordin, N., Nordin, N. I. A., & Nordin, N. F. (2021, November). Assessing the Spillovers Effect of Infrastructure and Innovation on Economic Growth. In *International Conference on Business and Technology*, (pp. 473-484). Cham: Springer International Publishing.

Nordin, N., Nordin, N. N., Nordin, N. I. A., & Nordin, N. F. (2021, November). Supply Chain Sustainability Management Through Blockchain Technology in Maritime Industry. In *International Conference on Business and Technology*, (pp. 681-698). Cham: Springer International Publishing.

Nordin, N., Nordin, N., Nordin, N. I. A., & Nordin, N. F. (2021, November). The Role of Logistic Performance on Foreign Direct Investment-Growth Link: Evidence from Asian Countries. In *International Conference on Business and Technology*, (pp. 739-758). Cham: Springer International Publishing. Chicago

Nordin, N., Nordin, N. N., Nordin, N. I. A., & Nordin, N. F. (2021, November). The Successful Factors of Online Learning for Malaysia Higher Education Students: Smart PLS-SEM Analysis. In *International Conference on Business and Technology*, (pp. 803-815). Cham: Springer International Publishing.

Yasin, N. H. M., Nordin, N. H., Nordin, N. N., Mud, N. N. N., Zaib, S. Z. M., Abdullah, F. A., ... & Razak, N. F. A. (2021, November). The Application of Planned Behavior Theory to the Adoption of Food Bank Program Among University Students. In *International Conference on Business and Technology*, (pp. 641-654). Cham: Springer International Publishing.

Yasin, N. H. M., Razak, R. C., Abdullah, F. A., Nordin, N., Nordin, N. N., & Ghazali, M. S. (2023). Investigating the Role of Job Demands and Job Resources in Predicting Burnout Among Nursing Home Nurses. In *Finance, Accounting and Law in the Digital Age: The Impact of Technology and Innovation in the Financial Services Sector*, (pp. 663-673). Cham: Springer International Publishing.

Yusoff, N. M., Nordin, N., & Nordin, N. (2021, November). The Impact of Minimum Wage on Economic Growth: Empirical Analysis on Developed and Developing Countries. In *International Conference on Business and Technology*, (pp. 463-472). Cham: Springer International Publishing.



RAHIMAH EMBONG (ASSOCIATE PROF. DR.)

Faculty of Islamic Contemporary Studies, Universiti Sultan Zainal Abidin, 21300 Kuala Nerus, Terengganu

Email : rahimahembong@unisza.edu.my
Tel : 019-9109727

Expertise : Holistic Education, Islamic Integrated Curriculum, Contemporary Civilisational Studies



PhD , Doctor of Philosophy (Education), Universiti Islam Antarabangsa Malaysia (2011).
Master of Education Administration, Universiti Putra Malaysia (1999).
Bachelor (hons) Islamic Revealed Knowledge, Universiti Islam Antarabangsa (1995).



Research Projects

- | | | |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1. | <i>Kebolehpasaran Graduan Anak Terengganu Berasaskan Kemahiran Insaniah dan Pemantapan Sahsiah Holistik.</i> | 12/2022-Current TSIS |
| 2. | Modelling Holistic Thoughtful Classroom Based on Islamic Integrated Curriculum for Promoting Higher Order Thinking Skills in Malaysian Schools. | 9/2019-12/2022 FRGS |
| 3. | Remodelling Islamic Integrated Curriculum (IIC): A Holistic Framework For Human Development In Malaysian Higher Education Institutions. | 12/2015-2018 FRGS |



Professional Services Projects

1. *Projek Perundingan Membangunkan Modul Pembelajaran 'I am Genius'. (PERKIM Terengganu).* -
2. *Projek Perundingan Latihan Pemantapan Dakwah Bagi Pemantapan Sahsiah Holistik Muallaf di Terengganu (PERKIM Terengganu).*

Academic Publications

Alias, D. A. N. M. P., Faizul, N. N. I. M., Kosat, A. K., & Embong, R. (2022). The Impact of Waqf on Economic Growth. *BITARA International Journal of Civilizational Studies and Human Sciences* (e-ISSN: 2600-9080), 5(4), 147-156.

Empong, R. (2020). Perkembangan Pendidikan Islam di Nusantara: Malaysia dan Indonesia. *Tamaddun*, 21(1), 135-144.

Imran, M., Khan, K. B., Zaman, K., Musah, M. B., Sudiapermana, E., Aziz, A. R. A., ... & Anis, S. N. M. (2021). Achieving pro-poor growth and environmental sustainability agenda through information technologies: as right as rain. *Environmental Science and Pollution Research*, 28, 41000-41015.

Lodhi, M. S., Aziz, A. R. A., Bandar, N. F. A., Embong, R., Jabor, M. K., Anis, S. N. M., & Zaman, K. (2022). Health-care preventive measures, logistics challenges and corporate social responsibility during the COVID-19 pandemic: break the ice. *Foresight*, 24(5), 586-595. Chicago

Nordin, N., Samsuddin, N. A. A., Embong, R., Ahmad, A. A., Usop, R., Ismail, S. K., & Ismail, S. (2022). Developing Business Model Based on Islamic Classical Economic Thoughts. *Academic Journal of Interdisciplinary Studies*.

Samsuddin, N. A. A., Nordin, N., Embong, R., Ismail, S., Usop, R., & Ismail, S. K. (2020). Islamic Economic Thoughts of Prominent Muslim Scholars in the Abbasid Era. *International Journal of Academic Research in Business and Social Sciences*, 10(12), 26-35.

Seman, S. C., Yusoff, W. M. W., & Embong, R. (2017). Teachers challenges in teaching and learning for higher order thinking skills (HOTS) in primary school. *International Journal of Asian Social Science*, 7(7), 534-545.

Zulpadli, L., Embong, R., & Setiawati, E. (2022). The Role of Teachers Increasing Students' Motivation in The Implementation of Learning Strategy during Covid-19 Phase. *Journal on Teacher Education*, 3(2), 102-111.



ROZAIMAH BINTI ZAINUDIN (ASSOCIATE PROF. DR.)

Department of Finance, Faculty of Business and Economics,
Universiti Malaya, 50630 Kuala Lumpur

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Tel : 013-3575398

Expertise : Corporate Finance and Financial Wellbeing



PhD in Finance, Universiti Malaya (2011).
MBA (Business Management), Universiti Teknologi Mara (2005).
BBA (Finance), Universiti Teknologi Mara (1997).



Research Projects

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| 1. An Integrated Model Of Financial Technology Usage and Financial Wellbeing: A Study on Digital Natives and Digital Immigrants in Malaysia. | 2022-2024 FRGS (Co-Researcher) |
| 2. Development and Validation of A Comprehensive Objective Measurement for Islamic Financial Literacy. | 2019-2022 RU Grant (Co-Researcher) |
| 3. Modeling The Risk Framework of Shariah Compliant Firms from The Corporate Policies Perspective. | 2019-2022 FRGS (Principal Investigator) |



Professional Services Projects

- | | |
|------------------------------------------------------------|-----------|
| 1. Reviewer for Asian Journal of Business and Accounting. | 2019 AJBA |
| 2. Reviewer for Journal of Islamic Marketing. | 2019 JIM |
| 3. Reviewer for International Journal of Emerging Markets. | 2019 IJEM |

Academic Publications

Abas Azmi, K. S., & Zainudin, R. (2021). Money in politics: a recipe for corruption in Malaysia. *Journal of Financial Crime*, 28(2), 593-606.

Ahmed, A., Zainudin, R., & Shaharuddin, S. S. (2022). Financial integration and capital structure decisions of listed firms: evidence from China. *International Journal of Emerging Markets*. (In Press).

Mahdzan, N. S., Zainudin, R., & Abd Sukor, M. E. (2023). Coping Strategies to Improve Financial Well-Being During the COVID-19 Pandemic in an Emerging Economy. *Journal of Financial Counseling and Planning*. (In Press).

Mahdzan, N. S., Zainudin, R., & Shaari, M. S. (2023). The influence of religious belief and psychological factors on borrowing behaviour among Malaysian public sector employees. *Asia-Pacific Journal of Business Administration*, 15(3), 361-385.

Mahdzan, N. S., Zainudin, R., Abd Sukor, M. E., Zainir, F., & Wan Ahmad, W. M. (2020). An exploratory study of financial well-being among Malaysian households. *Journal of Asian Business and Economic Studies*, 27(3), 285-302.

Nasir, A. M., Zainudin, R., & Shahrin, A. R. (2022). Financial Revenues, Financial Leverage, Debt Maturity, Uncertainty and the Underinvestment Problem. *Finance a Uver*, 72(1), 71-101.

Zainudin, R., & Khaw, K. L. H. (2021). Dividend payout policies of politically connected firms: Evidence from Malaysia. *Borsa Istanbul Review*, 21(4), 384-393.

Zainudin, R., Mahdzan, N. S., & Mohamad, N. N. (2021). Internationalisation and financial performance: in the case of global automotive firms. *Review of International Business and Strategy*, 31(1), 80-102.

Zainudin, R., Mahdzan, N. S., & Yeap, M. Y. (2019). Determinants of credit card misuse among Gen Y consumers in urban Malaysia. *International Journal of Bank Marketing*, 37(5), 1350-1370.

Zainudin, R., Mahdzan, N. S., Che Hashim, R., & Sulaiman, N. A. (2019). Islamic religiosity and Islamic financial asset holdings (IFAH). *Journal of Islamic Accounting and Business Research*, 10(4), 591-606.



ROZITA NAINA BINTI MOHAMED (ASSOCIATE PROF. DR.)

UITM, Kampus Puncak Alam, 47000 Selangor

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Expertise : Digital Marketing, Strategic Marketing, Branding, Marketing Communication, Research Methodology, Strategic Marketing Management



PhD in Marketing (Event Management), Universiti Teknologi MARA (2012).
Master in Business Administration, Ohio University USA (1997).
Bachelor Degree (Hons) in Marketing, Universiti Teknologi MARA (1994).



Research Projects

1. Modelling The Emerging of Digital Marketing Delivery Services Innovation Apps for Users Interface in Malaysia and Thailand.
2. Examining the Roles of Social Media Content Marketing (SMCM) Hub Model in Explaining Brand Equity Enhancement.
3. Developing Employee Engagement Model for Work Organisations in Malaysia.

1/7/2022-30/6/2024
MyRA Grant (Leader)
2015-2017 FRGS
(Co-researcher)
2014-2016 FRGS
(Co-researcher)



Professional Services Projects

1. *Kursus Pengenalan kepada Pemasaran Digital.*
2. Digital Marketing Communication.
3. TALPI, Teaching and Learning Innovation Gold Award.

2023 Empower Academic NCER, MOE
2020, 2021, 2022 HRDCORP, MOHR
2021
Universitas Terbuka

Academic Publications

Borhan, H., Ridzuan, A. R., Razak, M. I. M., & Mohamed, R. N. (2023). The Dynamic Relationship between Energy Consumption and Level of Unemployment Rates in Malaysia: A Time Series Analysis Based on ARDL Estimation. *International Journal of Energy Economics and Policy*, 13(2), 207.

Dora, A. K., Safwan, J. M., Nurjuhanah, J., & Mohamed, R. N. (2019, August). Seismic Performance of Reinforced Concrete Residential Building Modeled Using Ruamoko2D Program. In *AWAM International Conference on Civil Engineering* (pp. 749-760). Springer, Cham.

Mohamed, R. N., Mohamad, B., Borhan, H., Osman, I., & Kamaralzaman, S. (2019). The determinant factors of supply chain management on purchase intention of an international branded apparels status quo. *International Journal of Supply Chain Management*, 8(3), 677-684.

Mohamed, R. N., Sawangchai, A., Rusli, M. S., & Borhan, H. (2022). Factors Influencing the Online Food Delivery Services Apps on Purchase Intention Among Customers In Klang Valley, Malaysia During COVID-19. *Journal of Marketing Management and Consumer Behavior*, 4(1).

Mohamed, R. N., Sawangchai, A., Rusli, M. S., Mohd, R., Prasamkam, H., Md Elias, N. L., & Mahmood, A. N. (2021). Exploring purchase intention using delivery services apps during covid-19 pandemic among Malaysian households. *Journal of International Business, Economics and Entrepreneurship (JIBE)*, 6(2), 74-81.

Rahman, M. K. B. A., Shahid, S. A. M., Mohamed, R. N., Rahim, N. N. A., Hamdan, F. F. F., & Mahmud, A. B. (2020). The mediating effect of customer satisfaction on the relationship between marketing mix and customer loyalty in mobile phone services industry. *Malaysian Journal of Consumer and Family Economics*, 24(S1), 52-68.

Shahid, S. A. M., Harun, S., Othman, A. K., Jani, S. H. M., Rahman, M. K. B. A., & Mohamed, R. N. (2020). Organisational justice and its implications on non-academic staff intention to stay: Evidence from private higher learning institutions in Malaysia. *Malaysian Journal of Consumer and Family Economics*, 24(S1), 153-168.



RUHAYA BINTI HUSSIN (DR.)

Department of Psychology, Universiti Islam Antarabangsa Malaysia, Jalan Gombak, 53100 Gombak, Kuala Lumpur.

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Tel : 019-6845810

Expertise : Industrial & Organisational Psychology, Coping, Work and Family in relation to Well-Being, Consumer Psychology



PhD (Psychology), University of Waikato, New Zealand (2015).
MHSc. (Psychology), Universiti Islam Antarabangsa Malaysia (2005).
BHSc. (Psychology), Universiti Islam Antarabangsa Malaysia (2002).



Research Projects

1. Needs Analysis for Employee Assistance Programme Among IIUM Academic Staff.
2. *Tinjauan Awal Cabaran dan Halangan Ibu Bapa dan Penjaga Kanak Kanak OKU di Selangor Semasa Pandemik COVID-19.*
3. *Natural Prebiotics Sdn. Bhd. Kajian Psikologi Konsumer di Kalangan Pengguna Acacia Senegal dan Acacia Seyel di Malaysia.*

2022 Staff Grant (Principal Researcher)
2021 MTOS Research Grant (Co-Researcher)
2020 Natural Prebiotics Sdn. Bhd. (Co-Researcher)



Professional Services Projects

1. *Modul Generik berteraskan Kompetensi bagi Kumpulan Pengurusan dan Profesional Universiti Awam.*
2. The Role of Peer in Increasing Work Performance and Productivity.
3. Tracer Study 2020.
4. Workshop on Work-Life Balance.

2022 AKEPT
2021 Sarawak Civil Service
2021 IIUM Alumni Office
2019 MIDF

Academic Publications

Aimi Syifaa' Abdul Halim, Hayati Adilin Mohd. Abdul Majid, Zuraini Mat Issa, Ruhaya Hussin, & Sarah Yusoff. (2020). Development and validation of knowledge, attitude, and practice questionnaire on the consumption of gum Arabic among users in Malaysia. *Asian Journal of Research and Management*, 2 (2), 31-42.

Ruhaya Hussin. (2021). Of MCO, EMCO, and CMCO following Covid-19 Pandemic: practicing 3S in organizations. In Rahman, S. A., Borhan, L., & Al-Attas, S. F. S. H. Staying Safe & Staying Sane: Reflections during COVID-19 Pandemic. Kulliyyah of Islamic Revealed Knowledge & Human Sciences, IIUM & Majlis Keselamatan Negara, Kuala Lumpur, Malaysia, pp. 47-50.

Ruhaya Hussin. (2021). The relationship between work-family facilitation and well-being among Malay Muslim working women in Malaysia. In Dzulkifli, M. A. & Mahudin, N. D. M. Contextualizing Islam in Psychological Research: Theoretical Foundation, Current Initiatives, and Way Forward. Kuala Lumpur: *IIUM Press*.

Ruhaya Hussin, Hayati Adilin Mohd. Abd. Majid, & Siti Khuzaimah Ahmad Sharoni. (2021). The application of the theory of planned behaviour among gum arabic consumers in Malaysia. *International Journal of Human Sciences*, 3 (1), 48-56.

Ruhaya Hussin & Rafah Mohamed (2021). Perceived stress and coping as predictors of hopelessness and psychological distress during the COVID-19 pandemic: Implications on social policies. *International Journal of Social Policy and Society*, 18(1). 102-120.

Ruhaya Hussin, Siti Nor Adila Mohd. Idrus, & Hayati Adilin Mohd. Abd. Majid. (2021). The relationship between cyberbullying, Moral disengagement, and psychological health among Muslim university students in Malaysia. In Dzulkifli, M. A. & Mahudin, N. D. M. Contextualizing Islam in Psychological Research: Theoretical Foundation, Current Initiatives, and Way Forward. Kuala Lumpur: *IIUM Press*.

Ruhaya Hussin, Sodiq Omoola, Nurul Izzati Asyikin Zulkifly. (2022). A SWOT analysis on the concept of spirituality among Muslim support staff in a faith-based higher learning institution in Malaysia. *International Journal of Human Sciences*, 4 (2), 1-14.



SHAMSUL AZAHARI ZAINAL BADARI (DR.)

Department of Resource Management and Consumer Studies,
Faculty of Human Ecology, UPM, 43400 Serdang, Selangor

Email : shazri@upm.edu.my

Tel : 019-6320904

Expertise : Food & Consumer Health, Consumer, Community Nutrition, Public Health, Family Economics & Management



PhD (Food Science and Technology), University of New South Wales, Australia (2014).
Master Sc. (Food Science). UKM (2004).
Bachelor Sc. (Nutrition & Community Health). Universiti Pertanian Malaysia (1999).



Research Projects

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 1. <i>Kajian Memperkasakan Pembuatan Keputusan Pembelian dan Advokasi Mata Wang dalam Menangani Kos Sara Hidup Dalam Kalangan Pengguna Rentan Di Malaysia.</i> | 2023 MACFEA-KPDN
(Project Leader) |
| 2. <i>Penyelidikan Dan Pembentukan Modul Pendidikan Pengguna 2022.</i> | 2023 MACFEA-KPDN
(Project Leader) |
| 3. <i>Kajian Memperkasa Redress Dalam Kalangan Pengguna Rentan (Masyarakat Orang Asli & Bumiputra Sabah/Sarawak)r.</i> | 2022-2023 MACFEA-KPDN
(Project Leader) |



Professional Services Projects

- 1 *Kajian Semakan Semula Dasar Pengguna Negara 2.0* 2020-2022 KPDNHEP

Academic Publications

Badari, S. A. Z., & Mohd Azilan, A. A. M. (2023). Determinant of food adequacy level by using malaysian food variety indicator (mfvi) among university students from low-income families in Serdang, Selangor. *International Journal of Academic Research in Business and Social Sciences*.

Badari, S. A. Z., & Kei, G. M. (2022). Influence of social media food advertisement factors on consumers' purchase intention in Seri Kembangan, Selangor. *International Journal of Academic Research in Business and Social Sciences*, 12,10, 79 – 97.

Irwan, S.M.Y., Muhammad, H.I., Saiful, H.R., Siti, M.I., Zuroni, M.J., Shamsul, A.Z.B., Rosmah, M., Askiah, J., & Rohaizatulamni, R. (2022). Modul zero to hero: Kreativiti dan inovasi penjanaan pendapatan berdasarkan bahan terbuang. Serdang: Penerbit Universiti Putra Malaysia.

Jaafar, N. A. A., Sulaiman, N., Sabran, M. R., & Badari, S. A. Z. (2023). Development, validity, and reliability of a questionnaire on psychological factors of organic food consumption among Malaysian adults. *Information Management and Business Review*, 15(2(I)SI), 57-69. [https://doi.org/10.22610/imbr.v15i2\(I\)SI.3417](https://doi.org/10.22610/imbr.v15i2(I)SI.3417).

Kemisola-C, O., Sabri, M.F., & Badari, S.A.Z. (2019). Financial well-being of Nigerian family in Ikeja Lagos State, Nigeria. Shanlax. *International Journal of Management*, 7, 1, 1-8.

Nur Aqilah, A.J., Norhasmah, S., Mohd Redzwan, S., & Shamsul Azahari, Z.B. (2020). A systematic review of 10 years of empirical studies on organic food consumption among Malaysian consumers. *Malaysian Journal of Consumer and Family Economics*, 25, S1, 111-134.

Shamsul Azahari, Z.B. & Zuroni, M.J. (2022). Pengguna dan Kepenggunaan: Perspektif Penyelidikan. Serdang: Penerbit Universiti Putra Malaysia.



SHARIFF BIN HARUN (DR.)

Faculty of Business and Management, Universiti Teknologi MARA, 42300, Bandar Puncak Alam, Selangor

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Tel : 016-2325037

Expertise : Operations Management, Supply Chains Management, Occupational Safety, Health & Environmental Management, Entrepreneur Development



PhD in Business Management, (Universiti Teknologi MARA (2019).



Research Projects

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Circular Supply Chain Adoption: A Comparative Study Between Malaysia and UAE.
2. Impact of Investor Sentiment Index (SMI) On Malaysian Stock Market: The Case of Covid-19 Pandemic.
3. Shariah-Compliant Islamic Medical Service Standard Framework for Health Providers in Malaysia. | 1/10/2022-30/9/2024
UiTM Internal Grant
1/4/2022-31/3/2023
UiTM Internal Grant
1/8/2021-31/12/2023 JRC
UiTM-UTP-UniKL-IKIM |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|



Professional Services Projects

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| 1. <i>Kajian Sejarah dan Morfologi Bandar serta Penempatan Awal Masyarakat Melayu di Bandaraya Ipoh.</i>
2. UniKL RCMP IR4.0 Pitching Competition Malaysian Global Innovation & Creativity Centre (MaGIC).
3. <i>Agro Niaga K-Shoppe Kelab MyAgrosis FAMA.</i> | 2022 UniKL & Majlis Bandaraya Ipoh
2019
UniKL RCMP
2019
MyAgrosis Dev. Grant |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|

Academic Publications

Azhan Rashid Senawi, Shariff Harun, Mohamad Marzuqi Abdul Rahim, Mohd Abdul Nasir Abd Latif & Muhammad Pisol Mat Isa .(2021). The effect of zakat awareness on zakat contribution during Covid-19 pandemic: A preliminary analysis. *Global Business and Management Research: An International Journal*, 13(4), 224-233 (ISSN:1947-5667).

Darma Tasiyah Gumbri, Siti Asiah Md. Shahid, Abdul Kadir Othman & Shariff Harun. (2021). The effect of leader's interpersonal communication skills on nurses innovative behaviour moderated by perceived trustworthiness. *Social and Management Research Journal*, 18(1), 101-120 (ISSN 1675-7017).

Nurul Norhafizan Kamarudzman & Shariff Harun. (2022). Factors influencing Gen-Z Online Shopping Satisfaction. *Empirical Economics Letters*, 21 (Special Issues 2), 277-284 (ISSN: 1681-8997).

Shariff Harun & Ibrahim Ahmad. (2022). Determinants of intention to stay of higher learning institutions administrators: A review of theory and evidence. *International Journal of Academic Research in Business and Social Sciences*, 12(4), 834-846 (ISSN:2222-6990).

Shariff Harun & Ibrahim Ahmad. (2022). University administrators retention: The moderating roles of organisational justice and generational diversity. *Environment-Behaviour Proceedings Journal*, 7(20), 161-166.

Shariff Harun, Siti Asiah Md. Shahid, Abdul Kadir Othman, Mohd Khirzan Badzli A Rahman & Darma Tasiyah Gumbri. (2021). The influence of HRM practices on employee behavioural intentions: Do generational differences matter?. *International Journal of Academic Research in Business and Social Sciences*, 11(4), 284-294 (ISSN:2222-6990).

Shariff Harun & Siti Asiah Md. Shahid. (2021). The public university administrators retention factors: A preliminary analysis. *Global Business and Management Research: An International Journal*, 13(4), 116-125 (ISSN:1947-5667).



SHARMILA THINAGAR (DR.)

Subang 2 Campus, Persiaran Cakerawala, Subang Bestari,
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Email : sharmila.t@help.edu.my
Tel : 010-3970672

Expertise : Macroeconomics, Development Economics, Econometrics, Economic Growth



PhD in Economics, Universiti Kebangsaan Malaysia (2021).
Masters in Economics, Universiti Kebangsaan Malaysia (2016).
BBA in Business and Management, University of Sunderland (2014).



Research Projects

1. Burnout among Healthcare Workers during COVID-19 Pandemic: A Comparative Study of Malaysia and India.
2. *Kadar Pulangan dan Kemeruapan Saham Amanah Pelaburan Hartanah* (REITs)- Geran Galakan Penerbitan Buku.
3. *Pergerakan Harga Kelapa Sawit Berdasarkan Faktor Kejutan Luaran dan Dalaman serta Kesannya ke atas Firma berorientasikan Sawit dan Pertumbuhan Ekonomi Negara.*

2023 Mini MACFEA Grant
(Principal Researcher)
2021 GGPB
(Co-researcher)
2019 FRGS
(GRA)

Academic Publications

Ismail, M. K., Kumaran, V. V., Sarifuddin, S., Munawwarah, S. N., Thinagar, S., Rani, N. Z. A. A., & Muhamad, M. Z. (2022). Reassessing Malaysian Poverty Measurement after COVID-19: A Multidimensional Perspective. *International Academic Symposium of Social Science 2022*. <https://doi.org/10.3390/proceedings2022082048>.

Khalid, N., Hamidi, H.N.A, Thinagar, S., Marwan, N.F. (2018). Crude Palm Oil Price Forecasting in Malaysia: An Econometric Approach. *Jurnal Ekonomi Malaysia*, 52(3), 247-259.

Kumaran, V., Ismail, M., Thinagar, S., & Roslan, S. (2022). Mental Health Disorder among Malaysian Universities Students during COVID-19 Pandemic. *Asian Journal of University Education*, 18(3), 735-744. doi:10.24191/ajue.v18i3.18965.

Lim, D. T. ., Goh, K. W. ., Sim, Y. W. ., Mokhtar, K. ., & Thinagar, S. . (2023). Estimation of stock market index volatility using the GARCH model: Causality between stock indices. *Asian Economic and Financial Review*, 13(3), 162-179. <https://doi.org/10.55493/5002.v13i3.4738>.

Thinagar,S., Khalid, N. & Karim, Z.A. (2019). The Causal Direction of Equity Returns Volatility: Evidence from Selected Developed and Emerging Markets Economies. *International Journal of Economics & Management*, 13(1), 249-261.

Thinagar,S., Roslan, S.N.M., Ismail, M.K., & Chamhuri, N. (2021). COVID-19: B40 Household's financial and consumption during the implementation of movement control order (MCO). *Planning Malaysia* 19(1), 65-76.

Thinagar, S., Ismail, M. K., Vy, L. A., & Haron, A. A. (2021). Human Capital Investment and Economic Growth: A Study on ASEAN Countries. *International Journal of Academic Research in Business and Social Sciences*, 11(18), 12-24.

Vija Kumaran, V., Thinagar, S., Kalimuthu, K., Chuan Chew, F., & Mei Ling, S. (2022). An Analysis on The Factors that Facilitate Renewable Energy Consumption in Asean-5 Countries. *International Journal Of Biomass And Renewables*, 11(1), 19-29. Retrieved from <https://myjms.mohe.gov.my/index.php/ijbr/article/view/18169>.



SITI NGAYESAH BINTI AB HAMID (DR.)

Faculty of Economics & Management, Universiti Kebangsaan Malaysia, 43600 UKM, Bangi, Selangor

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Tel : 012-6853494

Expertise : Consumer Behavior, Islamic Marketing



PhD (Hospitality and Food Management), University of Surrey (2010).
MSc. (Food Management), University of Surrey (2005).
BSc. (Food Studies), Universiti Putra Malaysia (2002).



Research Projects

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 1. Factors Influencing Students Satisfaction and Intention to Continue Online Learning During the Covid-19 Pandemic. | 2022-2023 GIPP FEP,
UKM Grant |
| 2. The Influence of Zakat Institutions Corporate Brand Image Towards the Intention to Contribute Zakat. | 2021-2023 GGPM Grant |
| 3. Forming a Sustainable Model of Consumer's Palm-Oil Based Food Consumption, and Food Waste Management among Different Personality Traits and Generations in Malaysia. | 2021-2022 MPOB-UKM Grant |



Professional Services Projects

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|------------------------------------------------------------------|---------------|
| 1. Marketing for Managers for Certified Halal Executive Program. | 2022 KPT-Pace |
|------------------------------------------------------------------|---------------|

Academic Publications

Ab Hamid, S. N., Omar Zaki, H., & Che Senik, Z. (2022). Students' Satisfaction and Intention to Continue Online Learning During the Covid-19 Pandemic. *Malaysian Journal of Society and Space*, 8(3), 138–152.

Ab Hamid, S.N., Raja Haron, T.W., & Abdul Hamid, R. (2020). Muslim Students' Intention to Search for a Life Partner Over the Internet. *Jurnal Personalia Pelajar*, 23(2), 39-47.

Ab Hamid, S. N., Rosli, N., Abdul Hamid, R., & Che Wel, C. A. (2022). The Influence of Job Characteristics toward Intention to Pursue Sales Career Mediated by Feelings. *Frontiers in Psychology*, 13(November), 1–10.

Ab Hamid, S. N., Wan Jusoh, W. J., & Maulan, S. (2021). The Influence of Spiritual Brand Attributes Towards the Corporate Brand Image of Islamic Banking Institutions in Malaysia. *Jurnal Pengurusan*, 61, 1–12.

Akib, M. E., Ab Hamid, S. N., & Abdul Hamid, R. (2022). Factors Influencing Malaysian Intention to Use E-Wallets. *International Journal of Academic Research in Business and Social Sciences*, 12(11), 1772–1782.

Che Hassan, N., Abdul-rahman, A., Ab Hamid, S.N, & Mohd Amin, S.I. (2022). Pengaruh Efikasi Kendiri Fintech terhadap Niat Melabur dalam Unit Amanah Patuh Syariah di Malaysia. *Jurnal Pengurusan*, 66, 137-150.

Maulan, S., Mohd Hanafi, S.N.I., & Ab Hamid, S.N. (2020). Identifying Service Quality Priority of Islamic Banks in Malaysia. *Journal of Islamic Finance*, 9(2), 101-118.

Mohd Amin, S.I., Ab Hamid, S.N. & Norhisam, N.H. (2022). Faktor Penentu Niat Penggunaan e-Dompet Pasca Pandemik COVID-19 di Malaysia: Integrasi Model UTAUT dan MAT. *Jurnal pengurusan*, 66, 109-121.

Omar Zaki, H. & Ab. Hamid, S.N. (2021). The Influence of Time Availability, Happiness, and Weariness on Consumers' Impulse Buying Tendency amidst Covid-19 Partial Lockdown in Malaysia. *Jurnal Pengurusan*, 62, 1-12.



SITI NUR'AFIFAH BINTI JAAFAR (DR.)

Faculty of Fisheries and Food Science, University Malaysia Terengganu, 21030 Kuala Nerus, Terengganu

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Tel : 013-9616278

Expertise : Consumer Behaviour, Food Safety in Food Service



PhD (Hospitality and Food Management), University of Surrey (2010).
MSc. (Food Management), University of Surrey (2005).
BSc. (Food Studies), UPM (2002).



Research Projects

- | | | |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| 1. | Evaluating Its Perceived Benefits, Perceived Value and Behavior Intention Amongst Customers. | 2020-2023 TAPE-RG Grant (Co-researcher) |
| 2. | Implementation of Authentic Assessments in Selected Food Science Courses: An Evaluation on Effectiveness and Shortcomings of Teaching and Learning Approaches. | 2020-2022 SoTL Grant (Co-researcher) |
| 3. | Developing Framework for Malaysian Youth' Carcinogenic Food Consumption Behaviour towards better Quality of Life. | 2019-2022 FRGS (Principal Investigator) |



Professional Services Projects

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|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1. | Project Empowering Marginalized Communities' Socio-economy through Project Empowering Marginalized Communities' Socio-economy through. | 2021 until present
Dana Pembangunan usahawan-Teraju |
| 2. | <i>Pemindahan Ilmu dalam Penghasilan Produk Bakeri Signature Komuniti Wanita Pulau Redang yang Terlibat dalam Program MyKomuniti Perikanan (MyKP) bagi Peningkatan Status Ekonomi.</i> | 2020
KTAG Grant (UMT) |

Academic Publications

Abdul Rais, A.R., Zakaria, N.S. and Jaafar, S.N. (2022). Hospital healthy cafeteria initiatives: a systematic review of consumer behaviour related studies. *Food Research*, 6(5), pp.183-198.

Aizam, N.A.H., Abdullah, M.I., Jaafar, S.N., Mashkor, M.I. and Mubarak, A. (2021). Effect of training intervention on knowledge and attitude towards giant freshwater prawn rearing among students of rehabilitation institute in Malaysia. *Universal Journal of Agricultural Research*, 9(4), pp.111-118.

Asri, N.A.M., Ali, A., Jaafar, S.N.A., Jalil, A.M.M. and Kamarudin, K.S. (2020). Pedometer-measured walking steps and levels of physical activity: A study in Kuala Nerus, Terengganu. *Malaysian Applied Biology*, 49(4), pp.157-164.

Enthira, P.T., Yusnita, H., Azizulyadi, Y., Asma', A. and Siti Nur'afifah, J. (2022). Conceptual paper: Malaysian youth's perception and consumption behaviour of roasted chicken products towards a better quality of life. *Food Research*, 6(6), pp.249-256.

Hamzah, Y., Ghani, M.A., Nasution, Z. and Jaafar, S.N.A. (2020). Reduced-Sugar 'Serikaya' as Potential Sweet Spread for Diabetic Patients. *Malaysian Journal of Medicine and Health Sciences*, 16, pp.115-116.

Marina, M., Asma', A., Jaafar, S.N.A., Abdul Wahab, M.R., Wan Zainal Shukri, W.H. (2020). Nutrition menu labelling in Terengganu: A cross-sectional study of knowledge, attitudes, perception and their relationship with healthy food choices. *Food Research*, 4(5), pp.1573-1581.

Salahaldin F. M., Mahyudin, N.A., Mohamad Ghazali, F., Rukayadi, Y. and Jaafar, S.N. (2020). Detection of enterotoxin gene (Sea) and biofilm formation ability among multi-drug resistant staphylococcus aureus isolated from shawarma sandwich sold at selected kiosks in Klang Valley, Malaysia. *Food Research*, 4(4), pp.1234-1244.

Teh, D.Y., Jaafar S.N. and Asma A. (2020). Consumers' knowledge and attitude towards Chinese herbal tea and consumption of Chinese herbal tea in selected district in Kedah. *Food Research*, 4(3), pp.666-673.



SITI SARA BINTI IBRAHIM (DR.)

Deputy Rector of Research, Industrial Linkages, Community & Alumni Network (PJIMA), UiTM Negeri Sembilan

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Expertise : Management & Behavioral Studies, Tourism, Waqf, Teaching & Learning



PhD in Business Management, Universiti Teknologi MARA (2020).
Master in Business Administration, Universiti Kebangsaan Malaysia (2011).
Bachelor (Hons) International Business, Universiti Teknologi MARA (2007).



Research Projects

1. Projek Penyelidikan Pendigitalan Informasi Masjid Sendayan – UiTM Negeri Sembilan.
2. ASEAN Cultural Digital Ambassadors Transformation Program 2022 Unity in Bytes II.
3. Waqf Fin-Tech Model for The Synergy of Community Needs and Fatwa in Digital Economic Growth.

2023 UiTM (Member)
2022 MOTAC & TNCPI (Member)
2021 FRGS (Principal Researcher)



Professional Services Projects

1. Consultation for “Speaker & Facilitator for Organizational Marketing Strategy”.
2. Empower Women Through Microfinance Institutions In Indonesia - Universitas Islam Negeri (UIN) Raden Fatah Palembang, Indonesia
3. Consultation Research for Syarikat Air Negeri Sembilan (SAINS).

Academic Publications

Baharuddin, F. N., Musa, A. H., Rosle, A. N., Ibrahim, S. S., & Noh, S. N. S. (2022). The Role of Social Media Influencer, Brand Image and Advertising Trust to Purchase Intention among Local Cosmetic Consumers: A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*, 12(6), 659 – 665.

Ibrahim, Siti Sara; Hanafiah, Mohd Hafiz; and Badar, Muhammad Azlan Shah. (2022). Acceptance of New Travel Norms Among Potential Umrah and Hajj Pilgrims: An Empirical Investigation. *International Journal of Religious Tourism and Pilgrimage*, 10(3), 90-106.

Ibrahim, S. S., Ahmad, M., Wan Hassan W.A., Mohd Noor, A.H., & Ramli, A.H. (2022). Social Media Influence Towards Understanding, Awareness and Perception on Royal Institutions: Empirical Study on Young Millennials. *Pertanika Journal of Social Science and Humanities*, 30(1).

Ibrahim, S.S., Daud, D., Hidayah, K., Shaharuddin, A. and Al-Amin, A.-A.M. (2022). Waqf integrated income generating model (WIIGM) for enhancing sustainable development goals (SDGS) in Malaysia: an evaluation of behavioural intention", *International Journal of Ethics and Systems*, Vol. ahead-of-print No.

Ibrahim, S. S., Wan Musa, W.R., Abdul Rasool, M.S., Raja Hisham, R.R.I., Nik Omar, N.N.A. (2022). Waqf Orientation and Value-Based Intermediation Strategy for Sustainability in Islamic Financial Institutions: Aftermath COVID-19 Pandemic. *Empirical Economics Letters*, 21 (6): (June 2022).

Musa, A. H., Baharuddin, F. N., Rosle, A. N., Ibrahim, S. S., & Noh, S. N. S. (2022). The Role of social media and Religious Awareness in Purchasing Decision on Takaful Insurance: A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*, 12(6), 630 – 636.

Sutrisno, N. A., Kamarulzaman, M. H., & Ibrahim, S. S. (2022). Digitalisation Empowerment in Mosque Tourism Management; A Potential and Current Practice. *International Journal of Academic Research in Business and Social Sciences*, 12(7), 944 – 957.



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Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA, 40450 Shah Alam, Selangor

Email : siitiza344@uitm.edu.my

Tel : 019-3151433

Expertise : Consumer Behaviour, Consumer Ethnocentrism, Consumer Acculturation, Migrant Consumers



PhD in Marketing, University of Salford (2011).
Master Business Administration, University of Huddersfield (2000).
BBA (Hons) (Marketing), Universiti Teknologi MARA (1996).



Research Projects

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| 1. Drivers of Theme Park Patronage Post Covid-19 Pandemic: Unveiling the Visitor-centric Marketing Approach. | 2023 AAGBS Research Grant (Co-Researcher) |
| 2. Food Technology Neophobia and Consumer Attitude Toward Innovative Food Products: A Case Study in Malaysia. | 2020 AAGBS Research (Principal Researcher) |
| 3. Modelling Google Classroom Online Learning Satisfaction: A Perspective of Postgraduate Students During Covid-19 Pandemic Crisis. | 2020 AAGBS Research Grant (Co-Researcher) |



Professional Services Projects

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|--------------------------------------------|-----------------|
| 1. Retail Impact Studies. | 2013-2020 TESCO |
| 2. Retail Impact Study. | 2019 HOMEPRO |
| 3. Service Quality Audit of Retail Outlet. | 2019 PERNAMA |

Academic Publications

Dominic, D., Gisip, I. A., Sahak, S. Z. & Lajuni, N. (2021). Trust and posted topic characteristics on governments social media communication success: An empirical study. *Romanian Journal of Information Technology and Automatic Control*, 31(1), 29-40.

Hashim, N. H., Sahak, S.Z., Sheriff, N. & Asrul, S. A. (2020). Residual Waste Behaviour of Residential Households. *European Proceedings of Social and Behavioural Sciences*, 88, 441-451.

Roslan, N. I., Sahak, S. Z., & Sheriff, N. M. (2022). Evolution and Challenges of Premium Music Streaming Service: A Preliminary Perspective. *Journal of Marketing Management and Consumer Behavior*, 4(2).

Sahak, S. Z., Abdul Thalip, N. R., & Hairudin, N. S. (2019). Assessing future consumer perceived value on Proton-Geely products. *International Journal of Advanced Science and Technology*, 28(8s), 661 - 668.

Sahak, S. Z., Drahman, E. N., Nadzara, N. I., & Alwi, S. N. A. (2022). Factors Leading Customers to Shop at On-Campus Convenience Store. *ASEAN Entrepreneurship Journal*, 8 (1), 21-28.

Sahak, S. Z., Fauzi, M. F. M., Darus, F. & Muhammad, U. (2019). Assessing the impact of website design on purchase intent: A case study on Go Shop. *International Journal of Academic Research in Business and Social Sciences*, 9(12), 333-341

Sahak, S.Z., Hashim, N. & Mohd Zaki, R.(2019). Assessing factors associated to social media adoption among sales people of environmental services company in Malaysia. *ASEAN Entrepreneurship Journal*, 5(2); 35-40

Sahak, S. Z., Sheriff, N., Udari, Z., Ramalan, N., & Mohamad, M. A. (2020). Measuring future sponsors' perceived value on Trust School Program. *International Journal of Academic Research in Business and Social Sciences*, 10(4), 600-608.

Sheriff, N. M., Sahak, S. Z., Al Bakri. A. Z., Jaaffar, E. & Rusni, N. A. (2022). Dimensions of Customer Relationship Management Driving Loyalty Among B2B Customers,. *Journal of Asia Marketing Federation*, 101-113.



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Expertise : Personal Finance, Family Economics, Applied Economics and Consumption



Doctor of Philosophy, Universiti Putra Malaysia (2018).
Corporate Master in Business Administration, Universiti Malaysia Sabah (2008).
Bachelor of Economics, Universiti Utara Malaysia (2004).



Research Projects

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| 1. Multi-dimensional inclusions of digital angels, innovation trajectories and global economy.
Outcome: Conferences Presentation
(a) 2nd International Research Conference on Humanities, Social Sciences and Technology 2019.
(b) 3rd International Conference on Social Sciences, Humanities and Technology 2019. | 2019 Seed Grant (INTI)
(Leader) |
| | 3/2019 Seed Grant (INTI)
(Presenter) |
| | 1/2019 Seed Grant (INTI)
(Presenter) |



Professional Services Projects

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Academic Publications

Bakar, S. M. B. S. A., Singh, H. S. T., bin Salahudin, S. N., AlQershi, N., Saad, A. B., & Sandhu, S. K. (2021). Role clarity, autonomy, work engagement and voluntary turnover intentions: the moderating role of personal circumstances. *International Journal of Entrepreneurship*, 25, 1-17.

Kamaljeet, K., Mageswari, K., Jaspal, S. J. S., Selvi, S., & Sukjeet, K. S. (2020). Impact of the first phase of movement control order during the COVID-19 pandemic in Malaysia on purchasing behavior of Malaysian consumers. *Journal of Humanities and Social Sciences Research*, 2(5), 131-144.

Kaur, K., Keong, C. S., Singh, J., Sandhu, S. K., bin S Senathirajah, A. R., & Haque, R. (2023). Examining Factors Influencing Fashion Apparel Purchases in Omni-Channel Retailing: A Post-Covid-19 Study. *Transnational Marketing Journal*, 11(1), 44-58.

Maity, R., & Sandhu, S. K. (2021). The Impact of Social Media on Online Purchasing Behaviour of Consumers: An Empirical Study of Youth in West Bengal, India. *Malaysian Journal of Consumer and Family Economics*, 26, 42.

Phuah, K. T., Ow, M. W., Sandhu, S. K., & Kassim, U. K. (2018). Green attitude and purchase intention towards environmental friendly product. *Journal of Emerging Economies and Islamic Research*, 6(1), 17-25.

Saad, A., Ishak, S., Bakar, S. M. S. A., Singh, H., Sandhu, S. K., & Mahmood, N. A. (2018). Mediating Role of Work Engagement Between Positive Emotions and Individual Work Performance in Banking Industry, Peninsular Malaysia. *Malaysian Journal of Consumer and Family Economics*.

Sandhu, S., Kai, J., Maity, R., Saad, A., Bakar, S. M. S. A., & Singh, H. (2022). Convenience and risk factors affecting mobile banking adoption behavior: The mediating role of trust. *Journal of Emerging Economies and Islamic Research*, 10(2), 127-151.

Sandhu, S. K., & Paim, L. (2016). Consuming for status among Malaysian working women. *Journal of Emerging Economies and Islamic research*, 4(3), 11-16.



SUZANA BINTI MD SAMSUDI (PUAN)

Center for Economics and Social Studies, Institute of Islamic Understanding Malaysia (IKIM), 50480 Kuala Lumpur.

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Expertise : Islamic Marketing, Family Well-being, Family Office.



Masters of Economics, Universiti Kebangsaan Malaysia (2006).
BBA (Hons.) Finance, Universiti Teknologi MARA (2000).



Research Projects

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Professional Services Projects

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Academic Publications

Cause-Related Marketing: Will Religious Consumers Buy?. (2019). AKADEMIKA, 89(Special Issue 2), 105-116.

Family Well-being Index Based on Maqasid al-Shari'ah. (2022). TAFHIM: IKIM Journal of Islam and the Contemporary World, 15(2), 63-87.

Model Usahawan Berjaya Menurut Perspektif Islam. (2022). Jurnal Dunia Perniagaan, 4(1), 16-23.



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Department of Resource Management and Consumer Studies,
Faculty of Human Ecology, UPM, 43400 Serdang, Selangor

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Expertise : Consumer Behavior



PhD (Consumer Behavior), Universiti Malaya (2008).
Master Sc. (Consumer Science), Universiti Putra Malaysia (2000).
Bachelor Degree (Human Development), Universiti Putra Malaysia (1997).



Research Projects

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none">1. Factors Influencing Consumers' Continuance Intention to Use Online-to-Offline Commerce in China.2. <i>Profil Pengguna B40 Ditipu dalam Pembelian Produk Atas Talian.</i>3. <i>Pembangunan Indeks Pembelian Kosmetik Halal dalam Kalangan Pengguna Malaysia</i> | <p>12/2022-12/2024 Putra Grant (Main Researcher)
11/2020-4/2023 FRGS (Main Researcher)
12/2018-4/2022 Putra Grant (Main Researcher)</p> |
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Professional Services Projects

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| <ol style="list-style-type: none">1. <i>Kajian Semakan Semula Dasar Pengguna Negara.</i>2 Editor-in-Chief Malaysian Journal of Consumer.3. Member of the Advertising Committee for the Session. | <p>2020-2022 KPDNHEP
2013-2021 MACFEA
2017-2019 KPDNHEP</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|

Academic Publications

Cheng, K.W., Osman, S., Md Jusoh, Z., Leby, N.L., Sam, T.H. & Ruiteng, X. (2023). The significant relationships between attitude, descriptive norm, injunctive norm, environmental knowledge, and households' intention to practise solid waste segregation-at-source. *Res Militaris*, 13(2), 1470-1481.

Daud, M. S., Osman, S., Hashim, A. H., & Rahim, H. A. (2023). Internal Consistency Reliability and Construct Validity of the Safety Questionnaire for Ride-Hailing Car. *International Journal of Academic Research in Business and Social Sciences*, 13(4), 755 – 768.

Farah Murni Merican, Syuhaily Osman, Norzalina Zainudin, Zuroni Md Jusoh, & Fadilah Puteh. (2023). A conceptual framework analysing Malaysian university students' solid waste minimisation behaviour: An integrated model. *Asian Journal of Research in Education and Social Sciences*, 4(4), 57-68.

Li, Y., Yao, P., Osman, S., Zainudin, N., & Sabri, M.F. (2022). A thematic review on using food delivery services during the pandemic: Insights for the post-COVID-19 era. *International Journal of Environmental Research Public Health*, 19, 15267.

Lin, Y.T., Osman, S., Cheng, K.W., Sam, T.H. & Ruiteng, X. (2023). Factors influencing live-stream shopping behaviour among Malaysian consumers. *Res Militaris*, 13(2), 1548-1568.

Osman, S., & Ismail, N. F. M. binti. (2022). The influence of Korean pop culture on purchasing behavior of Korean products among consumers in Klang Valley. *International Journal of Academic Research in Business and Social Sciences*, 12(10), 12-29.

Yao, P., Osman, S., Sabri, M.F., & Zainudin, N. (2022). Consumer behavior in online-to-offline (O2O) commerce: A thematic review. *Sustainability*, 14, 7842. <https://doi.org/10.3390/su14137842>.

Syuhaily Osman & Lim Hui Ying. (2022). The influence of online consumer reviews on purchase intention among young adults. *Global Business and Management Research: An International Journal*, 14(3s), 222-237.



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Expertise : Human Capital Development, Labour Economics



PhD (Labour Economics), University of Waikato, New Zealand (2010).
Master in Applied Statistics, Universiti Malaya (2001).
Bachelor in Arts & Social Science (Economics), Universiti Malaya (1996).



Research Projects

1. Horizon Mobility Research Grant.
2. AAGBS Research Grant.
3. Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education Malaysia.

2022-2026 Horizon Mobility Grant (Member)
12/2021-12/2022 (Member)
9/2019-5/2021 (Principal Investigator)



Professional Services Projects

1. Customer Service Index Survey 2022 (Team Member cum Advisor).
2. Collaboration Research with World Bank (Principal Consultant).

10/2022-12/2022 Sabah Electric Sdn Bhd
1/2022-4/2022 World Bank

Academic Publications

Adidinizar Zia, Peck-Leong Tan, & Subramaniam, G. (2019). Criteria And Priorities Of Secondary School Students In Choosing Their Educational Pathway: A Selection Process By Analytic Hierarchy Process. *Malaysian Journal Of Consumer And Family Economics*, 22(2), 236-247.

Haliyana Khalid & Peck-Leong. (2019). Developing Transferable Skills For Research. Making the Most of Technology In Research. page 437.

Norlida Binti Abdul Hamid, Peck-Leong Tan, & Mohd Fauzi Abdul Hamid. (2019). Behavioural Intention To Use Airport Self-service Check-in (SSCI) Kiosks Among The Gen Y Passengers. *Humanities And Social Sciences Review*, 9(1), 85-96.

Nor Azlina Mohd Isa, Hazelin Ghais, Norlida Binti Abdul Hamid, & Peck-Leong Tan. (2020). Key Drivers Of Passengers' Overall Satisfaction At Klia2 Terminal. *Journal Of Air Transport Management*, 87, 1-10.

Nor Azlina Mohd Isa, Norlida Binti Abdul Hamid, & Peck-Leong Tan. (2018). A Stakeholder Analysis Of The Klia2 Airport Terminal Project, *Asian Journal Of Behavioural Studies*, 3(13), 1-7.

Peck-Leong, Zakinan Nawaz S.h. Sahul Hamid, & Norlida Binti Abdul Hamid. (2019). Intergenerational Social Economic Mobility Among Rubber Tappers In Baling, Malaysia. *Malaysian Journal Of Consumer And Family Economics*, 22(1), 1-10.

Rosmimi Omar, Rosmimah Mohd Roslin, Noormala Amir Ishak, Suzilawati Kamaruddin, Nor Aiza Mohd Zamil, Maizaitulaidawati M. Husin, Shahir Shamsir Omar, Peck-Leong Tan, & Haliyana Khalid. (2020). Measuring Academic Impact Of Research At South-East Asian Universities the System Of The Assessment Of Impact And Quality Of Research (SAIQoR), Radim Bacuvuvik – VeRBuM.



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Expertise : Perceive Risk, Consumer Behaviour, Emotions



PhD in Food Tourism & Hospitality, University of Surrey, UK (2017).
Msc (Nutrition), Universiti Teknologi MARA Shah Alam (2006).
Bsc (Hons), Degree in Foodservice Management, Universiti Teknologi MARA Shah Alam (2001).



Research Projects

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|------------------------------------------------------------------------------|---------------------------------------|
| 1. Malaysia National Poison Centre, USM and World Health Organization (WHO). | 2023-2024
(Co-investigator) |
| 2. Fundamental Research Grant (FRGS) | 2019-2022
(Principal Investigator) |
| 3. Knowledge Transfer Program Grant (KTAG UMT). | 2019-2020
(Principal Investigator) |



Professional Services Projects

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|----------------------------------------------------------------------------------------------|------------------------|
| 1. Council Member of Gerson Lehrman Group (GLG) New York, US | 2017-2019 GLG, US |
| 2. Association for Tourism and Leisure Education and Research, Atlas Group, The Netherlands. | 2020 ATLAS |
| 3. Lang Tengah Island Resort, Terengganu, Malaysia. | 2023 Island Resort |
| 4. Persatuan Peladangnita Terengganu, Malaysia. | 2022-2023 Peladangnita |

Academic Publications

A, S. N. M., Mr, A. W., Ismail, F., & Shukri, W. H. W. Z. (2022). Food Safety Culture Factors That Influence Attitude and Practices Of Food Handlers At Orphanages In Terengganu. *Asian Journal Of Medicine And Biomedicine*. 6(2) 188-198.

Cai, W., Gebbels, M., Wan-Zainal-Shukri, W.H. (2021). Performing authenticity: independent Chinese travellers' tourism dining experiences in Europe. *Tourism Management*, Vol. 86.

Fathilah Ismail, Roseliza Mat Alipiah, Noraien Mansor, Wan Hafiz Wan Zainal Shukri. (2018). A Cross-cultural Study of Destination Attributes: Impact on Sustainability of Island Tourism. *Journal of Sustainability Science and Management Special Issue*, No.5, ISSN: 1823-8556: 1-14.

Hatta, N. M., Yusof, A., Shukri, W. H. W. Z., & Kamarudin, K. (2022). S. Socio-Demographic Determinants of Fast-Food Consumption in Malaysian Young Adults. *Malaysian Applied Biology*, 51(6), 65-72.

Marina, M, Asma' A., Jaafar, S.N.A., Abdul Wahab, R. and Wan Zainal Shukri, W.H. (2020). Nutrition menu labelling in Terengganu: a cross-sectional study of knowledge, attitudes, perception and their relationship with healthy food choices. *Food Research*, 4 (5): 1573-1581.

Wahab, R. A., Shukri, W. H. W. Z., Yaakob, M. F., & Ab Ghani, N. (2022). Consumers' knowledge, Perception Of Food Image And Acceptance Towards Food Heritage In Kelantan. *Bimp-Eaga Journal For Sustainable Tourism Development*, 11(1), 27-38.

Wahab, R. A., Khabirah, D., Ismail, F., & Shukri, W. Z. (2022). Perceived Value, Customers'satisfaction, And Customers' behavioral Intention Towards Malaysian Heritage Food Served By Hotels Around Klang Valley. *Bimp-Eaga Journal for Sustainable Tourism Development*, 11(1), 39-52.

Wan Hafiz Zainal Shukri, Fathilah Ismail, Ahmad Puad Mat Som, N Alia Fahada & W Ab Rahman. (2018). Food Choice Determinants of Island Tourists: an Implication Towards Sustainable Island Tourism. *International Journal of Engineering and Technology*, Special Issue, Vol.7, (4.34): 163-168.



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Expertise : Applied Statistics, Statistics Modeling, Marketing Research



PhD (Management), Universiti Sultan Zainal Abidin (2017).
Master (Mathematical Sciences), Universiti Malaysia Terengganu (2013).
Bachelor of Sciences (Statistics), Universiti Teknologi MARA (2012).



Research Projects

1. *Gejala Sosial Dalam Kalangan Pelajar Di Terengganu: Faktor Dan Solusi.*
2. The Acceptance of Risk Index at Slope Construction Site Among The Employees.
3. Maybank Islamic-UniSZA Young Agropreneur (Miya).

2023 TSIS Grant
(Principal Researcher)
2022 Industry Grant
(Member)
2022 Industry Grant
(Member)



Professional Services Projects

1. *Kajian Kebolehlaksanaan Perkhidmatan Kardiologi Kerjasama UniSZA, Institut Jantung Negara Dan Hospital Pengajar UniSZA (HPUNISZA).*

2022
UniSZA-IJN-HPUNISZA

Academic Publications

Arora, C., Khetarpal, P., Gupta, S., Fatema, N., Malik, H., & Afthanorhan, A. (2023). Mathematical Modelling to Predict the Effect of Vaccination on Delay and Rise of COVID-19 Cases Management. *Mathematics*, 11(4), 821.

Ab Ghani, N. I., Nasir, M. N. M., Afthanorhan, A., Mohamad, M., Rasdi, A. L. M., Khan, N. F. A. H., & Arshad, P. M. A. E. P. (2023). Examining Service Quality at the Destination Level: The Case of Malaysia. *Journal of Tourism Management Research*, 10(1), 1-14.

Ghani, M. T. A., Halim, B. A., Rahman, S. A. A., Abdullah, N. A., Afthanorhan, A., & Yaakub, N. (2023). Overconfidence bias among investors: A qualitative evidence from Ponzi scheme case study. *Corporate and Business Strategy Review*, 4(2), 59-75.

Mansor, M., Afthanorhan, A., Mohd Ibrahim, R., & Mohd Salleh, A. M. (2023). The Mediating Role of Moral Disengagement in Predicting Deviant Workplace Behavior Among Nurses in Malaysia. *Journal of Client-Centered Nursing Care*, 9(2), 143-156.

Burhan, N. A. S., Keshminder, J. S., Sabri, M. F., Salleh, F., Afthanorhan, A., & Joey, C. (2022). Materialism and Big-Five Personality Traits Shaping Low-Income University Students' Compulsive Online-Buying Behavior. *Pertanika Journal of Social Sciences & Humanities*, 30(4).

Mansor, M., Ibrahim, R. M., Afthanorhan, A., & Salleh, A. M. M. (2022). The mechanism of anger and negative affectivity on the occurrence of deviant workplace behavior: An empirical evidence among Malaysian nurses in public hospitals. *Belitung Nursing Journal*, 8(2), 115-123.

Sharma, V. S., Afthanorhan, A., Barwar, N. C., Singh, S., & Malik, H. (2022). A Dynamic Repository Approach for Small File Management With Fast Access Time on Hadoop Cluster: Hash Based Extended Hadoop Archive. *IEEE Access*, 10, 36856-36867.

Moubarak, H. F. A., Afthanorhan, A., & Alrasheedi, E. S. N. (2022). Multicultural Psychological Empowerment Scale for Saudi Women. *Frontiers in Psychology*, 12, 6086.



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Expertise : Sociology (Digital Society, Community Development, Gender & Development)



PhD Sociology (Digital Society), University of Canterbury, New Zealand (2011).
Msc, Urban and Regional Planning (ICT in Planning), Universiti Teknologi Malaysia (2003).
Bachelor of Development Science (Hons.) Human Development, UKM (1999).



Research Projects

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 1. Development of Parental Control Model on Children's Internet Usage for Effective Monitoring Strategies Among Dual Working Parents in Malaysia.
2. Projek Dapur Viral – Empowerment Project with B40 Women in PPR Kuala Lumpur - KPW & DBKL.
3. The Role of Wellbeing in Raising the Impact of Intelligence on Economic Growth. | 2021-2024 FRGS (Project Leader)

2022 Community Grant (Project Member)

2018 Putra Grant (Project Member) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|



Professional Services Projects

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 1. Program JSKPCare@Community di Kg Salang, Pulau Tioman, Terengganu.
2. Trainer/Program Skuad WAJA Jabatan Pembangunan Wanita Negeri Perak.
3. Invited Speaker/Gender Advocacy : Women And Poverty. | 2022 FEM UPM

2021 JPW Perak

2021 JPW Kelantan |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|

Academic Publications

Arifin, M. A., & Jaafar, W.M.W. (2021). Analysing the Need for the Development of a Robust HR Analyst Competency Model and Instrument for Competency Measurement. *International Journal of Academic Research in Business and Social Sciences (HRMARS)*, 11(6), 307–314.

Azizul, M.D.A., Jaafar, W.M.W, Khir, A.M., Amin, S.M. (2022). Providing Therapeutic Services to Methamphetamine Users and Children Who have Experienced Intimate Partner Violence during the COVID-19. *International Journal of Academic Research in Business and Social Sciences (HRMARS)*, 12(6), 1213 – 1231.

Azizul, M. D. A., Jaafar, W. M. W., Khir, A. M., & Amin, S. M. (2022). The Impact of I-Pulih Model toward Methamphetamine Clients Recovery in Puspen Tampin, Melaka, Malaysia. *International Journal of Academic Research in Business and Social Sciences (HRMARS)*, 12(8), 785 – 797.

Bajwa, R.S., Abdullah, H., Jaafar, W.M.W., Abu-Samah, A. (2022). Addicted to smartphones: Exploring the prevalence of smartphone usage patterns and addiction among undergraduates in South Punjab-Pakistan. *Rawal Medical Journal*, Vol. 47, No. 2.

Kwang, T.L & Jaafar, W.M.W., (2022). Detraction in Game Immersion Experiences in Social Tabletop Role-Playing Games. *Malaysian Journal of Human Ecology (MJHE)*. 3, 71-83.

Mengzhen, L. Sin, Y., Jaafar, W, M, W., Khir, A.M., Hamsan, H.H., Yong, M.H., Wu, S.L., Ooi, P.B., Ong, D.L.T. & Ong, S. C. (2022). Curbing Bribe-Giving in Malaysia: The Role of Attitudes and Parents, *Public Integrity*, DOI: 10.1080/10999922.2022.2144017.

Saari, N. A. C., Jaafar, W. M. W., & Ahamed, N. (2022). Social Integration, Community's Sense of Perception of Safety among Neighborhood Communities in Klang Valley Area. *International Journal of Academic Research in Business and Social Sciences (HRMARS)*, 12(8), 183 – 192.

Sadat, S., Jaafar, W.M.W., Rosnon, M.R. & Khir, A.M. (2022). Non-Governmental Organizations (Ngos) And Human Capital Utilization in Internally Displaced Persons (Idps) Camps In Borno State, Northeast Nigeria: Examining The Available Potential. *Journal of Positive School Psychology*, Vol. 6, No. 3, 290–293.



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Marketing Program, School of Business Management, College of Business, Universiti Utara Malaysia, 06010 Sintok, Kedah

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Expertise : Consumer Behavior, Marketing, Service Marketing, Marketing Strategy & Analysis



PhD in Business Administration, Universiti Utara Malaysia (2013).
Master in Business Administration, Universiti Utara Malaysia (1999).
Bachelor Degree in Public Administration (Hons), Universiti Utara Malaysia (1996).



Research
Projects

1. Development of Unregistered Childcare Monitoring Model to Reduce Perceived Risks. --
2. A New Adoption Intention model of Drone Application and Usage in Food Delivery Services. --
3. Developing A Model for Customer Acceptance Behavior of Smart Technologies in Retail Sector Services. --

2023 FRGS
(Member)
2022 FRGS
(Leader)
2020 FRGS
(Member)



Professional
Services
Projects

Academic Publications

Sulaiman, Y., et al. (2023). The Determinants of Online Repatronage Intention for Shariah-Compliant Hotels among Muslim Customers in Malaysia. *WSEAS Transactions on Business and Economics*, 20, 716-729.

Sulaiman, Y., et al. (2022). The Effect of Salary, Internal Communication, Motivation and Working Hours on Job Satisfaction among Childcare Employees in Kedah. *WSEAS Transactions on Business and Economics*, 19, 1849-1859.

Sulaiman, Y., et al. (2022). The Effects of Caregivers, Physical Facilities, Environment, and Food Safety on the Safety Assurance Level at Childcare Centres. *WSEAS Transactions on Environment and Development*, 18, 371-381.

Sulaiman, Y., et al. (2021). Factors influencing food consumption among university students. *WSEAS Transactions on Business and Economics*, 18, 501-510.

Sulaiman, Y., et al. (2021). Purchase decision of proton car in Pulau Pinang. *WSEAS Transactions on Business and Economics*, 18, 1173-1189.

Sulaiman, Y., et al. (2021). Quality assurance among childcare employees in Selangor. *WSEAS Transactions on Environment and Development*, 18, 1498-1511.

Sulaiman, Y., et al. (2021). The sequential mediation in online repatronage intention model for shariah hotels among muslim customers in malaysia. *Malaysian Journal of Consumer and Family Economics*, 27(1), 218-236.

Sulaiman, Y., et al. (2021). The effect of product and promotion on consumption patterns with mediation effect of healthy lifestyle. *WSEAS Transactions on Environment and Development*, 17, 520-532.

Sulaiman, Y., et al. (2021). The factors influencing mobile banking usage among university staff. *WSEAS Transactions on Business and Economics*, 18, 179-189.



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Expertise : Halal Marketing, Marketing Communication, Services Marketing & Consumer Behaviour



PhD in (Business Administration)- Halal Marketing, Universiti Islam Antarabangsa (2018).
Master in Business Administration, Universiti Teknologi MARA (2003).
BBA (Hons) Marketing, Universiti Teknologi MARA (2002).



Research Projects

1. *Kebuniti Pertanian Bandar: Dari Komuniti Untuk Komuniti (Program Malaysia Social Innovation).*
2. Modeling Humanoid Robotic User Intention According To Maqasid Syariah (Hrms).

2022 MOSTI
(Project Leader)
2021 UiTM
(Member)



Professional Services Projects

1. Kajian Terhadap Kepuasan Perkhidmatan Pengurusan Sisa Pepejal dan Impak Penyampaian terhadap Kos Pengurusan Sisa Pepejal terhadap Kumpulan Darul Ehsan Waste Management.
2. Pre-Commercialization Study on Converting IWK's Biosolids into Fertilizer for Non-Food Crops and Landscape Plants.

2023
KDEBWM
2023
NRECC

Academic Publications

Amily Fikry, Intan Syafinaz Mat Shafie, Yuslina Liza Mohd Yusof, Siti Fatahiyah Mahamood and Nursuriati Jamil. (2023). When contactless services matters: The use of robotics in healthcare services sector. *IEEE Engineering Management Review*, ISSN: 0360-8581 Electronic ISSN: 1937-4178.

Amily Fikry, Siti Fatahiyah Mahamood, Nor Lelawati Jamaludin, Intan Syafinaz Mat Shafie, Zarith Delaila Abd Aziz, Yuslina Liza Mohd Yusof, Nor Irveni Mohd Ishar, Mohd Nor Mamat. (2020). The Use of Humanoid Robotic as Assistive Rehabilitation Treatment for Children with Autism According to Objectives of Shariah in Islam. *International Journal of Academic Research in Business and Social Sciences*, DOI:10.6007/IJARBSS/v10-i7/7400.

Tuan Khairul Asyraf bin Tuan Mata, Yuslina Liza bt Mohd Yusof, Mardhiah bt Mohammad, Intan Syafinas binti Mat Shafie, Noorita bt Mohammade. (2022). Factors Influencing the Intention to Travel to Muslim Friendly Destination among Malaysian Travelers. *Empirical Economics Letters*: Special Issue.

Yuslina Liza Mohd Yusof, Nor Irveni Mohd Ishar, Amily Fikry, Siti Fatahiyah Mahamood. (2021). Revisiting The Halal Certification Process Through The Lens of MYeHALAL Apps. *Jurnal Halal*.

Yuslina Liza Mohd Yusof, Wan Jamaliah Wan Jusoh and Suharni Maulan. (2021). Perceived quality association as determinant to re-patronise Shariah-compliant brand restaurants. *Journal of Islamic Marketing*, Vol. 12 No. 2.



ZAHARIAH BINTI SAHUDIN (DATIN DR.)

Faculty of Business and Management, Universiti Teknologi MARA, 42300 Bandar Puncak Alam, Selangor

Email : zahariah128@uitm.edu.my
Tel : 012-3300439

Expertise : Capital Structure, Corporate Finance, Firm Performance, Efficiency, Panel Data Analysis



PhD in Finance



Research Projects

1. Nurturing Financial Sustainability Through Literacy: A Prospective of Primary School Students.
2. Strengthening The Academic Culture of Lecturers Through Knowledge Sharing as A Strategy to Increase Research Productivity in Higher Education: Case of UNNES And UITM.



Professional Services Projects

1. *Panel dan Examiner kepada Pelajar Master dan PhD.*
2. Speaker to Financial Literacy Talk Domestically and Internationally.

Academic Publications

Abdullah, H., Sahudin, Z., & Bahrudin, N. Z. (2022). Short Guides to Static Panel Data Regression Model Estimator. *Asian Journal of Accounting and Finance*, 4(4), 1-6.

Abdullah, H., Sahudin, Z., Bahrudin, N. Z., Bujang, I., & Khalid, K. (2023). Determinants of Educational Technology Acceptance: An Integration of TAM and UTAUT. *Asian Journal of University Education*, 19(4), 638-650.

Bahrudin, N. Z., Sahudin, Z., Abdullah, H., & Aziz, M. R. A. (2023). What have we Learned from Firm Efficiency Research for the Past 35 Years? A Bibliometric Analysis. *Information Management and Business Review*, 15(1 (I) SI), 216-227.

Nor, S. M., Sahudin, Z., & Subramaniam, G. (2023). The Effects of Health, Labor and Capital towards Labor Productivity in Manufacturing Industries. *Information Management and Business Review*, 15(1 (I) SI), 121-130.

Nor, S. M., Subramaniam, G., & Sahudin, Z. (2023). The Effects of Foreign Labor on Labor Productivity in Construction Industries. *Information Management and Business Review*, 15(2 (I) SI), 116-127.

Pramono, S. E., Melati, I. S., Wijaya, A., Sahudin, Z., & Abdullah, H. (2022). Modelling Factors Encouraging Knowledge Sharing Culture as a Socio-Innovation in Collaborative Era. *Asian Journal of University Education*, 18(4), 847-862.

Putit, L., & Sahudin, Z. (2023). Towards adopting innovative quick response (QR)-enabled contactless transaction payment: the Malaysian MSMES'entrepreneurial perspective in COVID-19 setting. In *Open Innovation in Small Business: Creating Values for Sustainability* (pp. 57-70). Singapore: Springer Nature Singapore.

Sahudin, Z., Abdullah, H., Pramono, S. E., Wijaya, A., & Melati, I. S. (2023). Determinants of Academic Research Productivity in Malaysia: An Integration of Theory of Planned Behaviour and Social Capital Theory. *Asian Journal of University Education*, 19(3), 486-505.

Sahudin, Z., Razak, M. I. M., Putit, L., & Bakri, M. H. (2023). Overview of Halal-Integrated Platform (HIP) Adaption as a Halal Digital Economy Hub for Small-Medium Enterprises (SMEs) in Malaysia. In *Digitalization in Halal Management* (pp. 65-72). Singapore: Springer Nature Singapore.



ZALEHA BINTI MOHAMAD (DR.)

Faculty Of Business, Economics and Social Development,
UMT, 21300 Kuala Nerus, Terengganu

Email : zaleha.m@umt.edu.my
Tel : 013-3301948

Expertise : Business Management (Tourism, Entrepreneur)



Doctor of Philosophy (Ph.D) (Management Entrepreneurship), UMT (2011).



Research Projects

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| 1. Asia -Pacific Network For Global Change Research:Coastal Risk Reduction Science and Practice By Considering Climate, Ecosystem And Communities In The Tropical Region. | 10/2022-9/2024
International Grant |
| 2. <i>Status Hidupan Marin Taman Laut Terengganu Pasca Covid 19 di Pulau Redang, Perhentian, Kapas dan Tenggol.</i> | 7/2020-6/2021 National |
| 3. Green Herbal Ambassador Technoagropreneur Program (Gheart) | 4/2020-4/2022 UMT |



Professional Services Projects

- | | |
|----------------------------------------------------------------------------------------------|------------------------------|
| 1. The Social Impact Study Of Shipyard Development, Fisheries Complex And Marine Facilities. | 6/2022-7/2022
Industry |
| 2. <i>Kajian Kesejahteraan Keluarga Di Peringkat Komuniti.</i> | 7/2021- 1/2023
Government |
| 3. <i>Kajian Pelan Pembangunan Pulau-Pulau Peranginan dan Taman Laut Negeri Terengganu.</i> | 8/2017-2/2018
Government |

Academic Publications

Fawehinmi,O,Yusliza,M.Y., wan Kasim,W.Z,Mohamad,Z.,Sofian Abdul Halim,M.A. (2020). Exploring The Interplay Of Green Human Resource Management, Employee Green Behavior and Personal Moral Norms. *Sage Open*.

Fawehinmi, O., Yusliza, M.Y., Mohamad, Z., Noor Faezah, J., Muhammad, Z. (2020). Assessing the green behaviour of academics: The role of green human resource management and environmental knowledge. *International Journal of Manpower*.

Mohamad, Z, Khairuddin,M,A,A,Lani MN,Zainuddin NM,Ismail,A,F.Ngah,R,Abdullah,A,C. (2020). Digital entrepreneurship as a strategic socioeconomical enhancement method for communities. *Academy Of Strategic Management Journal*.

Noorhaslinda Kulub Abd Rashid, Mohd Nizam Lani,Effi Helmy Ariffin,Zaleha Mohamad and Isma Rosila Ismail. (2023). Community Engagement and Social Innovation Through Knowledge Transfer:Micro Evidence From Setiu Fishermen In Terengganu. *Malaysia Journal Of The Knowledge Economy*.

Rohana Ngah,Noor Azlinna Azizan,Mohd Ali Bahari Abdul Kadir,Ramayah Thuraisamy,Zaleha Mohamad and Nevi Danila. (2021). Exploring Antecedents Of Online Purchasing Behavioral Intention Of Generation Z:An Integrated Model Of Four Theories. *Malaysian Journal Of Consumer And family Economics*.

Zainuddin,Z.Mohamad,Z,Ong.M.H.A.Johari.J.Muhammad.Z. (2020). A Structural Relationship Between Destination Image and The International Tourists Response Behavior at Langkawi Island, Malaysia. *Journal Of Advance Research in Dynamical & Control Systems*.

Zaleha Mohamad, Aslina Nasir, Noorhaslinda Kulub Abd Rashid and Zainuddin Bachok. (2023). Effect of Covid 19 Pandemic Towards Behavioral Strategies Among Community In Perhentian Island, *Res Militaris*.



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Faculty of Business and Management, Zeta Building, UITM Cawangan Perak Kampus Tapah, 35400, Perak

Email : zarul6105@uitm.edu.my
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Expertise : Economics, Housing Economics



Doctor of Business Administration, Universiti Utara Malaysia (2022).
Master in Economics, Universiti Kebangsaan Malaysia (2011).
BBA (Hons) Business Economics, Universiti Teknologi MARA (2009).



Research Projects

1. *Kajian Prospek Daya Tahan Kewangan Individu Pasca COVID-19.*
2. *Kajian Keberkesanan Projek Pasar Tani Kekal.*
3. Online Distance Learning (ODL) Resilience and Readiness Among ASEAN Universities Lecturers.

2022 BNM
(Principal Researcher)
2021 FAMA
(Principal Researcher)
2020 UiTM
(Co-Researcher)



Professional Services Projects

1. *Kajian Fisibiliti Pembinaan Pasar Tani Kekal (PTK) Kuala Kangsar.*

2020 FAMA

Academic Publications

Zarul Azhar Nasir, Rosylin Mohd Yusof, Ahmad Rizal Mazlan. (2022). The impact of monetary policy on housing affordability in Malaysia. *Planning Malaysia Journal*, 20 (1), 112-124.

Noormahayu Mohd Nasir, Zarul Azhar Nasir, Norasyikin Abdullah Fahami, Muhammad Adidinizar Zia Ahmad Kusairee, Khalijah Ramli. (2021). Malaysia's healthcare expenditure: ARDL Bound Test. *Advances in Business Research International Journal (ABRIJ)*, 7 (2): 267-275



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Deputy Vice Chancellor (Academic and International), UniSZA,
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Expertise : Law of Contracts, Partnership Law, Company Law, Building Contracts



Ph.D in Business Law, Universiti Putra Malaysia
Master of Comparative Laws, Universiti Islam Antarabangsa Malaysia
LLB (Hons) in Business Law, University Of Huddersfield West Yorkshire, UK



Research Projects

1. *Terengganu Lawnet: Repotori Digital Bagi Dokumen Perundangan Negeri Terengganu.*
2. Proposing Takaful as a Mechanism to Protect unsecured Creditors During Compulsory winding Up.
3. Developing an Institutional Framework for Protection of The GIG Economy Workers in Peninsular Malaysia.

2022 Government Research Grant (Principal Researcher)
2022 FRGS (Co-Researcher)
2022 FRGS (Co-Researcher)



Professional Services Projects

1. Expanding Good Regulatory Practice (GRP) To The State Of Terengganu And Local Authorities.
- 2 *Projek Semakan Dan Analisa Peraturan Lapuk Negeri Terengganu.*
3. *Kajian Analisa dan Semakan Peraturan Lapuk (Guillotine) Bagi Negeri Terengganu.*

2020 Malaysia Productivity Corporation 2019
2018 Malaysia Productivity Corporation

Academic Publications

Analysis of Workers' Rights in The On-Demand Economy with Special Reference to Vertical Inequality. (2022). *IIUM Law Journal*, p. 129-155, ISBN: 0128-2530.

Exchange of Land: A Model of Sustaining the Existence of Land Under Adat Law. (2021). *Psychology and Education*, p. 1681-1692, ISBN: 333077.

Extending The Interpretation of "Unfair Terms" in Consumer Protection Act 1999. (2022). *International Journal of Academic Research in Business and Social Sciences*, 12(3), 9-16.

Halal Tourism: A Debate Between Its Religious Values and Business Interest; A Case of Malaysia. (2022). *Lecture Notes in Networks and Systems*, Vol 485, *Springer Publication*, pp 857-880, ISSN 2367-3389.

Money Matters; Dividing Business Interests on Divorce or Dissolution: Special Reference to The Business Entities. (2021). *IIUM Law Journal*, p. 73-90, ISBN: 2289-7852.

Nudges: An Alarm for Consumers Against Unfair Terms In Online Booking Flight Tickets. (2022). *Jurnal Pengguna Malaysia*, Vol 38, No.2, pp 75-86, ISSN:1511-2802.

Sale of Merchantable Quality Goods in Today's Online Contract: Issues and Challenges. (2022). *Indonesian Comparative Law Review*, Vol 4, Issue 2, pp 72-80, E-ISSN: 2655-6545.

Sustainable Construction in The Digital Age: Special Reference to Theories of Sustainability and SDGs in Green Building. (2022). *IIUM Law Journal*, p. 35-68, ISBN: 0128-2530.

Unfair Terms and Conditions in E-Commerce: Special References to Online Booking of Accommodation Contracts. (2021). *International Journal of Contemporary Architecture the New Arch*, p. 287-298, ISBN: 2198-7688.



ZURONI MD JUSOH (DR.)

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Tel : 012-6356772

Expertise : Consumption Economics



PhD Economics (Natural Resource & Environmental Economics), UKM (2013).
Master Economics (Natural Resource & Environmental Economics), UPM (2000).
Bachelor Sc. (Natural Resource & Environmental Economics), UPM (1996).



Research Projects

1. Family Resources, Financial Stress, and Financial Management Towards 2022 Geran Mini MACFEA Financial Well-being of Millennial Parents in the Philippines. (Main Researcher)
2. *Profil Pengguna B40 Ditipu dalam Pembelian Produk Atas Talian.* 2020-2022 FRGS (Co-Researcher)
3. Development of Harmonized Time-Use Survey Protocol to Assess 2020-2022 FRGS Intra-Household Allocation of Economic Resources. (Co-Researcher)



Professional Services Projects

1. *Program Sihat Wang dalam Pengurusan Kewangan Peribadi di Kalangan Ibu Tunggal.*

2023
KPDN-MACFEA

Academic Publications

Ab. Razak Othman, Zuroni Md. Jusoh, Husniyah Abd. Rahim@Abdul Wahab & Wan Arnidawati Wan Abdullah. (2022). The Demographic of Urban Women's Participation in the Informal Services Sector on the Subjective Economic Well-being of Households. *International Journal of Academic Research in Business and Social Sciences (ERA).* 12(3), 71–90.

Ab. Razak Othman, Zuroni Md. Jusoh, Husniyah Abd.Rahim@Abdul Wahab & Wan Arnidawati Wan Abdullah. (2022). The Role of Skill as A Mediator Between Women's Participation In The Informal Sector And The Subjective Economic Well-Being. *International Journal of Academic Research in Business and Social Sciences (ERA).* 12(1), 1287–1305.

Farah Murni Merican, Syuhaily Osman, Norzalina Zainudin, Zuroni Md Jusoh, & Fadilah Puteh. (2023). A Conceptual Framework Analysing Malaysian University Students' Solid Waste Minimisation Behaviour: An Integrated Model. *Asian Journal of Research in Education and Social Sciences (ERA).* 4(4), 57–68.

Zuroni Md Jusoh, Siti Norizazi Wanani Saworo , Nurnazrenatasah Rahiman & Norzalina Zainudin. (2022). Determinants of Consumer's Purchasing Behavior towards Online Food Delivery Services. *International Journal of Academic Research in Business and Social Sciences.* 12(12), 2094 –2113.

THANK YOU

