

# A. K. M. AHASANUL HAQUE



- KULLIYAH OF ECONOMICS AND MANAGEMENT SCIENCES
- IIUM Gombak Campus
- Email address: [ahasanul@iium.edu.my](mailto:ahasanul@iium.edu.my)

## ACADEMIC QUALIFICATION

- Marketing
- Marketing
- Marketing

## TEACHING RESPONSIBILITIES

ADVANCED QUANTITATIVE METHODS	2019/2020
BANK MARKETING	2014/2015
CONSUMER BEHAVIOUR	2016/2017
E-MARKETING	2011/2012
ICT FOR ISLAMIC FINANCIAL INSTITUTIONS	2012/2013 2013/2014
INTEGRATED MARKETING COMMUNICATION	2014/2015 2015/2016 2016/2017 2017/2018 2018/2019
INTERNATIONAL BUSINESS	2008/2009 2009/2010
INTERNATIONAL MARKETING	2006/2007 2008/2009 2009/2010 2010/2011 2011/2012 2012/2013 2013/2014 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
INTERNET MARKETING	2005/2006 2007/2008 2008/2009 2009/2010 2010/2011 2011/2012
INTRODUCTION TO MANAGEMENT FOR NON-ENM	2005/2006
INTRODUCTION TO MARKETING (NON-ENM)	2005/2006
INTRODUCTION TO MARKETING(NON-ENM)	2006/2007 2007/2008 2008/2009 2009/2010
ISLAMIC MARKETING	2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
MARKETING MANAGEMENT	2012/2013 2013/2014
MARKETING MANAGEMENT AND STRATEGY	2008/2009
MARKETING PRINCIPLES	2006/2007 2007/2008 2010/2011 2014/2015 2015/2016

MARKETING RESEARCH	2008/2009 2010/2011 2011/2012 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018
PRINCIPLES AND PRACTICE OF MANAGEMENT	2005/2006 2007/2008
PROMOTION MANAGEMENT	2014/2015
SEMINAR ON COMTEMPORARY ISSUES IN MANAGEMENT	2017/2018 2018/2019
SEMINAR ON CONTEMPORARY ISSUES IN MANAGEMENT	2019/2020
SERVICES MARKETING	2014/2015
STRATEGIC MARKETING	2015/2016 2016/2017 2017/2018 2018/2019 2019/2020

## RESEARCH PROJECTS

### In Progress

- 2019 - Present** 2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020) (International Institute of Islamic Thought (IIIT) Grant): PRINCIPLES OF MARKETING FROM AN ISLAMIC PERSPECTIVE
- 2019 - Present** Acritical Success Model for Public-Private Partnership (PPP) Based Trust School Initiative
- 2019 - Present** 2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020) (International Institute of Islamic Thought (IIIT) Grant)
- 2019 - Present** 2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020)
- 2016 - Present** Internet and Persons with Disabilities: Implication towards Digital Inclusion Policy
- 2014 - Present** Market Assessment and Technology Commercialization of Bio-Chip Product for Food Security Detection

### Completed

- 2017 - -1** Higher Education Quality Enhancement Project (HEQEP) Accounting
- 2017 - -1** Higher Education Quality Enhancement Project (HEQEP) Business
- 2016 - -1** Manjung Blueprint
- 2015 - 2017** Towards Devising A Fundamental Theory of Islamic Advertising
- 2015 - 2019** Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries

- 2015 - 2019** Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries
- 2014 - 2018** Developing a Framework of Quality Pledge by Addressing the Influence of Millennial Personality
- 2013 - 2017** Islamic Tourism in Malaysia: The Involvement of Travel and Tour Business as a Stakeholder in Strategizing Travel Packages
- 2012 - 2015** Factors Influencing Selection of Higher Learning Institutes: an Empirical Investigation on Higher Learning's Institutions in Malaysia
- 2012 - 2013** Islamic Tourism:A study on Malaysian travel and tour businesses
- 2011 - 2012** An Investigation On The Factors Influencing Students Choosing Sales As Their Career
- 2011 - 2014** The Effect of Green Marketing Campaigns on Malaysian Consumers' Behaviour towards Environmental Protection
- 2011 - 2013** The Perception of Young Muslim Users Toward Facebook As Social Network Service : A Study Of Malaysian Users Perspective
- 2011 - 2013** Assessing Export Performance of Malaysian Furniture Industries Products: Measure of Competitiveness
- 2010 - 2011** An empirical study of religiosity and ethnocentrism to Purchase foreign goods across Malay Muslim Consumers
- 2010 - 2012** Advertisement Effectiveness and Choice of Fast Food Restaurant: An Exploratory Study of Malay Muslim Consumers
- 2009 - 2011** Factors Influencing Choice Of Telecommunication service Providers and its Implication to Malaysian Customers
- 2008 - 2010** An Investigation of Advertising Practices Banking under shari'ah Observation
- 2007 - 2010** E-Commerce: The Study of the Perception of Malaysian Consumers towards Internet Banking System.

## PUBLICATIONS

### Article

- 2019** [Soft skills practiced by managers for employee job performance in Ready Made Garments \(RMG\) sector of Bangladesh.](#) Journal of International Business and Management (JIBM) , 2 (4) pp.1-15
- 2019** [Impact of ecological factors on nationwide supply chain performance.](#) Ekoloji , 28 (27) pp.695-704
- 2019** [Commodity and financial market trends and the growth of bank assets: the case of equity-based banking.](#) Journal of International Business and Management (JIBM) , 2 (4) pp.1-12

- 2019** [Determining intention to buy air e-tickets in Malaysia.](#) Management Science Letters , 9 (6) pp.933-944
- 2018** [The effect of destination image and personality towards destination choice: a study of Maldives.](#) International Journal of Management and Business Research , 8 (3) pp.237-250
- 2018** [Determinants of Tunisian consumer purchase intention halal certified products: a qualitative study.](#) International Tourism and Hospitality Journal , 1 (3) pp.1-16
- 2018** [Communicating shari'ah-compliant brands of tourism in Malaysia.](#) The Malaysian Journal of Consumer and Family Economics (MAJCAFE) , 22 (Special Issue) pp.15-28
- 2018** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 2018** [An investigation customer satisfaction towards online banking services in Bangladesh.](#) Malaysian Management Review (MMR) , 53 (1) pp.1-13
- 2018** [Factors affecting international students' level of satisfaction towards selected public higher learning institutions in Malaysia.](#) International Journal of Education and Knowledge Management (IJEKM) , 1 (3) pp.1-19
- 2018** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 2018** [Factors influencing digital skill competencies among persons with disabilities in Malaysia.](#) Human Communication A Journal of the Pacific and Asian Communication Association , 1 (2) pp.54-72
- 2018** [An exploratory study toward understanding social entrepreneurial intention.](#) Journal of International Business and Management , 1 (3) pp.1-16
- 2018** [Factors determinant of patients' satisfaction towards health tourism in Malaysia.](#) International Tourism and Hospitality Journal , 1 (1) pp.1-18
- 2018** [International students' satisfaction towards internet banking at International Islamic University Malaysia: a qualitative study.](#) Journal of International Business and Management , 1 (1) pp.1-14
- 2018** [Exploring factors of adult disabilities satisfaction towards motives of internet use in Malaysia.](#) International Journal for Studies on Children, Women, Elderly And Disabled , 4 pp.251-259
- 2018** [Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia.](#) Management Science Letters , 8 (12) pp.1305-1318
- 2018** [The determinant factors that influence customers' behavioral intention in property.](#) Asian Journal of Behavioural Studies , 3 (12 (July/August)) pp.161-172
- 2017** [The effect of consumer perceptions towards intention to buy air tickets online in Malaysia.](#) Journal of Global Business and Social Entrepreneurship , 3 (5) pp.86-96
- 2017** [Firm export market performance: the case in Uganda.](#) Journal of Business and Policy Research , 12 (1) pp.54-71

- 2017** [Factors influencing selection of higher learning institutes: An empirical investigation in Bangladesh.](#) Actual Problems Of Economics , 10 (196) pp.27-37
- 2017** [The Effect of activators on non-banking financial service receiving behavior in developing countries: An application of artificial neural network Neural Network.](#) International Journal of Economic Research , 14 (5) pp.41-56
- 2017** [Satisfaction of E-banking transaction towards international buyers of garment products in Bangladesh: a qualitative study.](#) The SIJ Transactions on Industrial, Financial & Business Management , 5 (3) pp.57-63
- 2017** [Customers' perception towards ethical advertisements: the mediating role of religiosity from the Malaysian perspective.](#) Advanced Science Letters , 23 (9) pp.8535-8540
- 2017** [Developing outbound strategic Islamic tour packages of Malaysia: roles of gender and race.](#) Advanced Science Letters , 23 (9) pp.8535-8540
- 2017** [Customer-based brand equity model for the Shariah-compliant tourism: a conceptual model from the Muslim tourists' perspective.](#) Advanced Science Letters , 23 (9) pp.8541-8546
- 2017** [Factors affecting the intention to become an entrepreneur: A study from Bangladeshi business graduates' perspective.](#) International Journal of Engineering and Information Systems , 1 (6) pp.10-19
- 2017** [Factors influencing in selection of online banking products: a conceptual paper on Bangladeshi customer.](#) Pratibimba , 17 (2) pp.23-32
- 2017** [Measuring the impact of marketing capability and market control beliefs on marketing strategy intention: a study on travel and tour agents in Malaysia.](#) International Journal of Islamic Marketing and Branding , 2 (2) pp.134-155
- 2017** [Beliefs about Islamic advertising: an exploratory study in Malaysia.](#) Journal of Islamic Marketing , 8 (3) pp.409-429
- 2017** [Islamizing and internationalizing higher education and satisfaction: a case study from international muslim student perspective.](#) Malaysian Management Review , 52 (1) pp.25-44
- 2017** [An approach to Islamic consumerism and its implications on marketing mix.](#) Intellectual Discourse , 25 (1) pp.137-154
- 2016** [Factors affecting job satisfaction of female employees of private commercial banks in Bangladesh: an empirical investigation.](#) Human Resource Management Research , 6 (3) pp.65-72
- 2016** [The mediating influence of service failure explanation on customer repurchase intention through customers satisfaction.](#) International Journal of Quality and Service Sciences , 8 (4) pp.516 -535
- 2016** [Developing web-based partner relationship management: An exploratory study of the application of web-based solutions by ICT companies in Malaysia, Ireland and the United Kingdom.](#) Malaysian Management Review , 51 (1) pp.67-87
- 2016** [The effect of customers' perceived value of retail store on relationship between store attribute and customer brand loyalty:some insights from Malaysia.](#) Procedia Economics and Finance , 37 pp.432-438

- 2016** [The influence of personality traits towards quality pledge.](#) Procedia Economics and Finance , 37 pp.73-79
- 2016** [Connection between TQM and HRM in the Malaysian private SMEs.](#) Middle-East Journal of Scientific Research , 24 (10) pp.3256-3262
- 2015** [Key success factors of online food ordering services: an empirical study.](#) Malaysian Management Review , 50 (2) pp.19-36
- 2015** [The effect of country of origin image, ethnocentrism, and religiosity on purchase intentions: an empirical investigation on Bangladeshi consumers.](#) Indian Journal of Marketing , 45 (10) pp.23-35
- 2015** [Using facebook as an alternative learning tool in Malaysian Higher Learning Institutions: a structural equation modeling approach.](#) International Scholarly and Scientific Research & Innovation , 9 (5) pp.1568-1575
- 2015** [Moderating effect of income on the service environment and customers' behavioral intention.](#) Procedia Social and Behavioral Sciences , 170 (na) pp.596-604
- 2015** [Purchase intention of foreign products: a study on Bangladeshi consumer perspective.](#) Sage Open Journal (April ) pp.1-12
- 2015** [Multiple halal logos and Malays' beliefs: a case of mixed signals.](#) International Food Research Journal , 22 (4) pp.1727-1735
- 2015** [Non-Muslim consumers' perception toward purchasing halal food products in Malaysia.](#) Journal of Islamic Marketing , 6 (1) pp.133-147
- 2014** [Exploring the brand image of an Islamic higher educational institution: a qualitative approach.](#) Middle East Journal of Business , 9 (2) pp.35-40
- 2014** [Export performance Malaysian furniture industry: rethinking competitiveness.](#) Middle East Journal of Business , 9 (1) pp.33-40
- 2014** [Factors affecting the attractiveness of medical tourism destination: an empirical study on India.](#) Iranian Journal Public Health , 43 (7) pp.867-876
- 2014** [Factors affecting customer loyalty through satisfaction towards retail marketing strategy: an exploratory investigation on Malaysian hypermarkets.](#) Australian Journal of Basic and Applied Sciences , 8 (7) pp.304-322
- 2014** [Gaining of competitive advantage of Malaysian telecommunication products: measure of competitiveness.](#) International Review of Business Research Papers , 10 (2) pp.27-45
- 2014** [Total quality management practices in the Islamic banking industry : comparison between Bangladesh and Malaysian Islamic bank.](#) International Journal of Ethics in Social Sciences , 2 (1) pp.5-18
- 2014** [Training program effectiveness of service initiators: measuring perception of female employees of bank using logistic approach.](#) Asian Research Journal of Business Management , 2 (1) pp.98-108
- 2014** [Antecedents of the use of online banking by students in Malaysia: extended TAM validated through SEM.](#) International Business Management , 8 (5) pp.277-284

- 2013** [Internet technology, CRM and customer loyalty: customer retention and satisfaction perspective.](#) Middle-East Journal of Scientific Research , 14 (1) pp.79-92
- 2013** [Export performance of Malaysian furniture industry: rethinking competitiveness.](#) Middle East Journal of Business , 9 (1) pp.33-40
- 2013** [Exploring critical factors of tourist satisfaction: a study on Islamic tourists destinations in Malaysia.](#) Actual Problems of Economics , 146 (8) pp.486-896
- 2013** [What makes tourists satisfied? an empirical study on Malaysian Islamic tourist destination.](#) Middle East Journal of Scientific Research (MEJSR) , 14 (12) pp.1631-1637
- 2013** [Effectiveness of facebook towards online brand awareness : a study on Malaysian facebook users perspective.](#) Australian Journal of Basic and Applied Sciences , 7 (2) pp.197-203
- 2013** [Online brand awareness: determining the relative importance of Facebook and other strategies among the Malaysian consumers.](#) Information Management And Business Review , 5 (4) pp.168-174
- 2013** [The roles of cues for assessing consumers perceived quality at the destination level.](#) Journal of Basic and Applied Scientific Research , 3 (1) pp.1133-1141
- 2013** [Customer's perception towards buying Chinese products: an empirical investigation in Malaysia.](#) World Applied Sciences Journal , 2 (2) pp.152-160
- 2013** [Malaysian users' perception towards facebook as a social networking site.](#) International Journal of Academic Research in Business and Social Sciences , 3 (1) pp.119-129
- 2013** [The usage of social network as a marketing tool: Malaysian Muslim consumers' perspective.](#) International Journal of Academic Research in Economics and Management Sciences , 2 (1) pp.93-102
- 2013** [The impact of online customer experience \(OCE\) on service quality in Malaysia.](#) World Applied Sciences Journal , 21 (11) pp.1621-1631
- 2013** [Customers' perception towards buying Chinese products: an empirical investigation in Malaysia.](#) World Applied Sciences Journal , 22 (2) pp.152-160
- 2013** [Teachers' perception towards total quality management practices in Malaysian Higher Learning Institutions.](#) Creative Education , 4 (9B) pp.35-40
- 2012** [Exploring the relationship between religiosity, ethnocentrism and corporate image: young Muslim consumers perspective.](#) Journal of Business and Policy Research , 7 (1) pp.60-71
- 2012** [Measuring students' perception towards university selection: an empirical investigation on Malaysian postgraduate students.](#) International Journal of Research In Commerce, Economics & Management , 2 (9) pp.13-20
- 2012** [Environmental and social performance disclosure and shareholders' wealth- a perspective from Malaysian companies .](#) Australian Journal of Business and Management Research , 1 (12) pp.33-41

- 2012** [An analysis of the labour market and its policy of Bangladesh.](#) International Journal of Management Research and Review , 2 (7) pp.1104-1131
- 2012** [Critical investigation on adoption of e-business towards Malaysian organizational perspective.](#) Journal of Basic and Applied Scientific Research , 2 (10) pp.10440-10449
- 2012** [Tactics, strategies and outcomes of relationship retailing in Bangladesh.](#) Business and Social Science Review (BSSR) , 1 (11) pp.18-34
- 2012** [Critical factors for developing brand equity: an empirical investigation in Malaysia.](#) IOSR Journal of Business and Management , 1 (4) pp.13-20
- 2012** [Issues of consumerism in Bangladesh: present status and challenges.](#) International Journal of Scientific and Research Publications , 2 (3) pp.1-7
- 2012** [Relationship recovery: an integrated conceptual framework.](#) Research Journal of Social Science and Management , 1 (12) pp.60-75
- 2012** [Voluntary sustainability disclosure, revenue, and shareholders wealth- a perspective from Singaporean companies.](#) Business Management Dynamics , 1 (9) pp.6-12
- 2012** [Women involvement in dry fish value chain approaches towards sustainable livelihood.](#) Australian Journal of Business and Management Research , 1 (12) pp.42-58
- 2012** [The impact of customer perceived service quality on customer satisfaction for private health centre in Malaysia: a structural equation modeling approach.](#) Information Management And Business Review , 4 (5) pp.257-267
- 2012** [Service quality and influencing factor on consumer purchase intention of online ticketing: an empirical study in Iran.](#) Business Management Dynamics , 1 (7) pp.22-30
- 2012** [Service quality and consumer purchasing intention toward online ticketing: an empirical study in Iran.](#) International Proceedings of Economic Development and Research , 38 pp.150-154
- 2012** [The effect of different media ads on consumer's purchase intension: a pragmatic exploration on the Bangladeshi fast food industry.](#) International Journal of Management and Business Affairs , 2 (3) pp.1-14
- 2011** [Exploring critical factors choice of piracy products: an empirical investigation on Malaysian customers'.](#) European Journal of Economics, Finance and Administrative Sciences (30) pp.84-94
- 2011** [Organizational polities on employee performance: an exploratory study on ready made garments employees in Bangladesh .](#) Business strategy series , 12 (3) pp.146-155
- 2011** [An exploratory study on Malaysian consumer's purchase intention: brand, quality and price perspective.](#) Indian Journal of Commerce and Management Studies , 2 (5) pp.1-11
- 2011** [Organizational politics on employee performance: an exploratory study on readymade garments employees in Bangladesh.](#) Business Strategy Series , 12 (3) pp.146-155



- 2011** [Application of ethics in small enterprise: an impirical study on Dhaka city in Bangladesh.](#) Prabandhan , 4 (3) pp.1-11
- 2011** [Critical factors influencing advertising practices by Islamic banks: a study on Bangladeshi consumers.](#) Commerce and Management Explorer , 1 (1) pp.37-44
- 2011** [Consumer attitudes toward foreign and Bangladeshi products: a focus group study on Bangladeshi consumers.](#) Kegees Journal of Social Science , 3 (1) pp.4-12
- 2011** [Assessing the impact of advertisement towards Malay consumers: an empirical study of fast food restaurants in Malaysia.](#) Business Management Dynamics , 1 (2) pp.39-53
- 2011** [An exploratory study on the effect of morality, encouragement of good deeds and truthfulness appeal towards advertising practices by the restaurants in Dhaka City.](#) International Journal of Contemporary Business Studies , 2 (6) pp.6-17
- 2011** [Customer satisfaction mobile phone services: an empirical study on Grameen Phone \(GP\) and Banglalink \(BL\) in Bangladesh.](#) International Business Management , 5 (3) pp.140-150
- 2011** [Factors influencing employee performance in the organization: an exploratory study of private organization in Bangladesh .](#) International Journal of Contemporary Business Studies , 2 (2) pp.25-39
- 2011** [Factors influencing purchase of foreign goods by Malay Muslim consumers: a structural equation modelling approach on religiosity and ethnocentrism perspectives.](#) The Social Sciences , 6 (6) pp.420-428
- 2011** [Purchasing behavior for pirated products: a structural equation modeling approach on Bangladeshi consumers.](#) Journal of Management Research , 11 (1) pp.48-58
- 2011** [Choice criteria for mobile telecom operator: empirical investigation among Malaysian customers.](#) International Management Review , 7 (1) pp.50-57
- 2011** [Religiosity, ethnocentrism end corporate image towards the perception of young muslim consumers: structural equation modelling approach.](#) European Journal of Social Sciences , 23 (1) pp.98-108
- 2010** [Exploring critical factors influencing tourists' perception in selection of destination: structural equation modelling approach on Bangladeshi market.](#) Pratibimba Journal , 10 (2) pp.7-17
- 2010** [Is Bangladeshi RMG sector fit in the global apparel business? analyses the supply chain management.](#) South East Asian Journal of Management , 4 (1) pp.53-72
- 2010** [Critical factors for diffusion of web technologies for supply chain management functions: Malaysian perspective.](#) European Journal of Social Sciences , 12 (3) pp.490-505
- 2010** [Factor influencing Malay Muslim consumers's to purchase foreign goods: a structural equation modelling approach religiosity and ethnocentrism perspectives .](#) Journal of International Business Ethics , 3 (1) pp.30-40
- 2010** [Factors influencing consumer ethical decision making of purchasing pirated software: structural equation modelling on Malaysian consumer .](#) Journal of International Business Ethics , 3 (1) pp.30-40

- 2010** [Exploring influencing factors for the selection of mobile phone service providers: A structural equational modeling \(SEM\) approach on Malaysian consumers.](#) African Journal of Business Management , 4 (13) pp.2885-2898
- 2010** [Service quality and customer behavioural intention: a study on Malaysian telecommunication industry.](#) Kegess Journal of Social Sciences , 2 (1) pp.37-49
- 2010** [An empirical study towards consumer perception in selecting mobile telecom service providers in Malaysia.](#) Journal of Management & Science , 8 pp.4-22
- 2010** [Islamic banking in Malaysia: a study of attitudinal differences of Malaysian customers.](#) European Journal of Economics, Finance and Administrative Sciences , 18 pp.7-18
- 2010** [Factors determinants the choice of mobile service providers: structural equation modeling approach on Bangladeshi consumers.](#) Business and Economics Research Journal , 1 (3) pp.17-34
- 2010** [Shariah observation advertising practices of Bank Muamalat in Malaysia.](#) Journal of Islamic Marketing , 1 (1) pp.70-77
- 2010** [Factors influencing consumers' perception in the choice of consumers' products: a SEM approach on Malaysian consumers'.](#) JM International Journal of Management Research (JMIMR) , 1 (1) pp.88-99
- 2009** [Electronic transaction of internet banking and its perception of Malaysian online customers.](#) African Journal of Business Management , 3 pp.248-259
- 2009** [Dynamic model for price of wheat in Bangladesh.](#) European Journal of Social Sciences , 10 (2) pp.254-263
- 2009** [Prospects of 3G service: a study on Malaysian customer perspectives.](#) Pratibimba - The Journal of IMIS , 9 (1) pp.7-34
- 2009** [Exploring Customer's Shopping Experiences through Shopping Centre Branding in Malaysia .](#) Journal of Management Research , 9 (3) pp.248-259
- 2009** [Advertising practices and promotion in the Islamic World under the Shariah observation: a case study on Bank Islam in Malaysia.](#) Indian Journal of Marketing , 39 (5) pp.35-40
- 2009** [Factors affecting Consumers Satisfaction towards Advertising Media: A Comparative Study between Traditional Advertising and Online Advertising in Malaysia .](#) Advances in Management , 2 (5) pp.43-49
- 2009** [Lead time management in the garment sector of Bangladesh: an avenues for survival and growth .](#) European Journal of Scientific Research , 33 (4) pp.617-629
- 2009** [Issues of E-banking transaction: An empirical investigation on Malaysian customers perception.](#) Journal of Applied Sciences , 9 (10) pp.1870-1879
- 2009** [Factor influences selection of Islamic banking: a study on Malaysian customer preferences.](#) American Journal of Applied Sciences , 6 (5) pp.922-928
- 2009** [Factors influencing buying behavior of piracy products and its impact to Malaysian market.](#) International Review of Business Research Papers , 5 (2) pp.383-401

- 2009 [Factors determinate customer shopping behaviour through Internet: the Malaysian case.](#) Australian Journal of Basic and Applied Sciences , 3 (4) pp.3452-3463
- Conference or Workshop Item**
- 2018 [Published in a good index journal.](#) In: **15th International Conference on Business Management (ICBM)**
- 2018 [Optimizing Southeast Asia student movement to face the ASEAN challenges.](#) In: **International Academic and Innovation Exchange 2018**
- 2018 [Higher education ethnography and satisfaction of international Muslim students: a focus on international vision and Islamisation.](#) In: **International Malaysia Halal Conference 2018 (IMHALAL2018)**
- 2018 [Gaining competitiveness advantage of Islamic credit card among Muslim customer in Malaysia.](#) In: **International Malaysia Halal Conference 2018 (IMHALAL2018)**
- 2018 [Factors influencing digital skill competencies among persons with disabilities in Malaysia.](#) In: **12th Biennial Convention of the Pacific and Asian Communication (PACA): Communication and Industrial Revolution 4.0**
- 2018 [Internet and persons with disabilities: implication towards digital inclusion policy.](#) In: **MCMC Research Symposium: Maximising Individual and Societal Participation in the Digital Economy through Digital Inclusion 2018**
- 2018 [Online services of commercial banks towards customer loyalty in Bangladesh.](#) In: **AIMC 2017 - Asia International Multidisciplinary Conference**
- 2018 [Factors of adult disabilities satisfaction towards motives of internet use in Malaysia.](#) In: **4th Putrajaya International Conference on Children, Women, Elderly and People with Disabilities (PICCWED 4) 2018**
- 2018 [Family influence on disabled children exposure towards digital acceptance.](#) In: **4th Putrajaya International Conference on Children, Women, Elderly and People with Disabilities (PICCWED 4) 2018**
- 2017 [Involvement of Islamic attributes in Shariah-compliant hospitality: a study on Muslim students in Malaysia.](#) In: **ASIA International Multidisciplinary Conference (AIMC 2017)**
- 2017 [Measuring online services of Bangladeshi commercial banks and its impact on customer loyalty.](#) In: **ASIA International Multidisciplinary Conference (AIMC 2017)**
- 2017 [Roles of gender, race and years of operations in developing outbound strategic Islamic tour packages of Malaysia.](#) In: **5th Global Conference on Business and Social Sciences on Contemporary Issues in Management and Social Sciences Research-CIMSSR-2017**
- 2017 [Determinants of quality pledge among five-star hoteliers: a PLS-SEM approach.](#) In: **2017 2nd Recent Research in Social Sciences International Conference (SOCSIC 2017)**
- 2017 [The relationship between service experience equity and guests' behavioral intention at eco-resorts: A study using PLS-SEM.](#) In: **3rd ABRA International Conference on Quality of Life**

- 2017 [Factors influencing in selection of Online banking products: a conceptual paper on Bangladeshi customer.](#) In: **International Conference "Sustainability: Innovations, Emerging Trends, and Practices" 2017**
- 2017 [Islamic leadership and employee satisfaction for developing world Islamic tourism: exploring a conceptual framework.](#) In: **International Malaysia Halal Conference 2017 (IMHALAL 2017)**
- 2017 [Influences of Islamized higher education in developing advertising perception towards Islamic clothing: a conceptual study on young Muslims in Malaysia.](#) In: **International Malaysia Halal Conference 2017 (IMHALAL 2017)**
- 2016 [A collection of Islamic advertising principles.](#) In: **8th International Management and Accounting Conference (IMAC8) Leveraging Governance Towards Sustainability**
- 2016 [Factors Influencing Customer Satisfaction towards E-shopping in Malaysia.](#) In: **The 27th International Business Information Management Association Conference**
- 2016 [The impact of branding on SME performance.](#) In: **International Malaysia Halal Conference 2016 (IMhalal 2016)**
- 2016 [Customer-based brand equity model for the Shariah-compliant tourism: A conceptual study from the international Muslim tourist perspective.](#) In: **2nd Asia International Conference 2016**
- 2016 [Empirical components of firm export market performance in Uganda: structural equation modelling \(SEM\) approach.](#) In: **35th International Business Research Conference**
- 2016 [Towards devising a fundamental theory of Islamic advertising.](#) In: **International Malaysia Halal Conference 2016 (IMHALAL 2016)**
- 2015 [The effect of customers' perceived value of retail store on relationship between store attribute and customer brand loyalty: some insights from Malaysia.](#) In: **5th International Conference on Marketing and Retailing**
- 2015 [Perception of muslim consumers towards tax deduction through Zakat in malaysia: an empirical investigation on muslims in Malaysia.](#) In: **Conference on Shari'ah Oriented Public Policy in Islamic Economic System**
- 2015 [The influence of personality traits towards quality pledge.](#) In: **5th International Conference on Marketing and Retailing**
- 2014 [A conceptual model to find the effectiveness of Islamic advertising.](#) In: **2nd International Conference on Management from an Islamic Perspective (ICMIP-2 2014)**
- 2014 [Dimensions of ideal leadership: Prophet Muhammad \(P\) as the greatest leader.](#) In: **2nd International Conference on Management from an Islamic Perspective (ICMIP-2 2014)**
- 2014 [Factors influencing the online book purchase behaviour: a conceptual map on Malaysian Muslim students.](#) In: **2nd International Conference on Management from an Islamic Perspectives (ICMIP-2 2014)**

- 2014 [Understanding the effects of green marketing management on muslim consumers in Malaysia from and Islamic perspective.](#) In: **ICMIP 2 (International Conference Management from Islamic Perspective)**
- 2014 [Exploring customer service experience equity on the customers' behavioral intention in tourism industry .](#) In: **The 2nd International Conference on Management and Technology in Knowledge, Service, Tourism & Hospitality 2014 (SERVE 2014)**
- 2014 [Exploring the role of religious motivation towards tourist satisfaction: a proposed Islamic tourism model from a Malaysian perspective.](#) In: **The 2nd International Conference on Management and Technology in Knowledge, Service, Tourism & Hospitality 2014 (SERVE 2014)**
- 2013 [Export performance of Malaysian Telecommunication products: market prospect and challenges.](#) In: **Third Asia pacific Business Research Conference**
- 2013 [Factors influencing of tourist loyalty: a study on tourist destinations in Malaysia.](#) In: **Third Asia-Pacific Business Research Conference**
- 2012 [The Application of Internet Technology, Imperatives in Enhancing Customer Relations: An Empirical Study in Iran.](#) In: **International Conference on Economics, Business and Innovation**
- 2012 [Factors Influencing in Selection of MBA Programs: An Empirical Investigation in Malaysian Higher Learning's Institutions.](#) In: **The 10th International Conference of the Academy of HRD (Asia Chapter)**
- 2012 [Service quality and consumer purchasing intention toward online ticketing: an empirical study in Iran.](#) In: **International Conference on Economics, Business Innovation (ICEBI 2012)**
- 2011 [Study on consumer perception towards online ticketing in Malaysia .](#) In: **International Research Conference and Colloquium**
- 2010 [A study on advertising practices of Islamic banks in Malaysia: an empirical assessment under Islamic observation.](#) In: **International Conference on Marketing: Global Issues and Challenges**
- 2010 [Corporate image of Islamic banks in Malaysia: an institutional theory approach.](#) In: **International Conference on Marketing: Global Issues and Challenges**
- 2010 [Exploring critical factors for choice of mobile service providers and its effectiveness on Malaysian consumers.](#) In: **4th Asian Business Research Conference**
- Book**
- 2017 [The guests' behavioral intention at eco-resorts in Malaysia.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-524-4
- 2017 [Customer satisfaction and loyalty towards grocery stores in Palestine.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-523-7
- 2017 [The mediating role of customer satisfaction towards customer loyalty in the Motor Takaful industry in Malaysia.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-525-1

**2016** [Fundamentals of Islamic marketing from an Islamic perspective.](#) International Council of Islamic Finance Educators (ICIFE) . ISBN 978-967-467-005-4

**2013** [Customers' perception towards cellular mobile telephone operators.](#) ORIC Publication . ISBN 978-0-9895590-0-3

#### **Book Section**

**2018** [Business trends and opportunities: the emerging markets of religious foods.](#) In: **Preparation and processing of religious and cultural food** Woodhead Publishing, Elsevier . ISBN 978-0-08-101892-7 , pp.43-56

**2018** [Nutritional and health impacts of religious and vegetarian foods.](#) In: **Preparation and Processing of Religious and Cultural Food** Elsevier Publisher . ISBN 978-0-08-101892-7 , pp.57-64

**2017** [A model of Islamic tourism towards religious motivation and tourist satisfaction in Malaysia.](#) In: **Social interactions and networking in cyber society** Springer Singapore . ISBN 978-981-10-4189-1 , pp.153-168

**2012** [Strategy for consumer brand preferences.](#) In: **Reading on marketing theories: a practical approach on case studies** IIUM Press . ISBN 9789674182069 , pp.1-10

**2012** [Factors influencing consumer buying behaviour on electrical items: the Malaysian perspective.](#) In: **Reading on marketing theories: a practical approach on case studies** IIUM Press . ISBN 9789674182069 , pp.11-26

**2012** [Shopping on the Internet: the influence of brand name on consumer's purchase decision.](#) In: **Reading on marketing theories: a practical approach on case studies** IIUM Press . ISBN 9789674182069 , pp.87-95

**2012** [Malaysian customer's perception on e-ticketing for flight reservation .](#) In: **Reading on marketing theories: a practical approach on case studies** IIUM Press . ISBN 9789674182069 , pp.121-126

**2012** [Case studies.](#) In: **Reading on marketing theories: a practical approach on case studies** IIUM Press . ISBN 9789674182069 , pp.127-160

**2011** [Advertising practices of Islamic banks in Malaysia: an empirical assessment under Islamic observation.](#) In: **Readings in marketing : an Islamic perspective** IIUM Press . ISBN 9789670225456 , pp.277-308

**2011** [Corporate image of Islamic banks in Malaysia : an institutional theory approach.](#) In: **Readings in Marketing: An Islamic Perspective** IIUM Press . ISBN 978-96-7022-545-6 , pp.175-206