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- KULLIYAH OF ECONOMICS AND MANAGEMENT SCIENCES
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ACADEMIC QUALIFICATION

- Marketing
- Marketing
- Marketing

TEACHING RESPONSIBILITIES

ADVANCED QUANTITATIVE METHODS	2019/2020 2020/2021
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 2020/2021
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 2020/2021
MARKETING MANAGEMENT	2010/2011 2011/2012 2012/2013 2013/2014
MARKETING MANAGEMENT AND STRATEGY	2008/2009
MARKETING POLICIES	2008/2009 2009/2010

MARKETING PRINCIPLES	2006/2007 2007/2008 2010/2011 2014/2015 2015/2016 2017/2018
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 2020/2021
SUSTAINABILITY: SOCIETY AND BUSINESS	2020/2021

RESEARCH PROJECTS

In Progress

2021 - Present	Empowering the community through sustainable health: An applied theory of Maqasid al-Shari'ah
2021 - Present	ADVERTISING AND MAQASID SHARIAH: THE APPLICATION OF MAQASID SHARIAH PRINCIPLES IN ADVERTISING PRODUCTION
2020 - Present	Advertising: The Malaysian Perspective
2020 - Present	Social Distancing Intention among University Students during Pandemic
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

- 2019 - 2020** 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
- 2017 - -1** Higher Education Quality Enhancement Project (HEQEP) Business
- 2017 - 2017** Higher Education Quality Enhancement Project (HEQEP) Business
- 2017 - 2017** Higher Education Quality Enhancement Project (HEQEP) Accounting
- 2017 - -1** Higher Education Quality Enhancement Project (HEQEP) Accounting
- 2016 - -1** Manjung Blueprint
- 2016 - 2017** Manjung Blueprint
- 2015 - 2019** Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries
- 2015 - 2017** Towards Devising A Fundamental Theory of Islamic Advertising
- 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
- 2013 - 2014** Measuring Customer Satisfaction and Loyalty Towards Marketing Retail Strategy: An Empirical Study of Some Selected Hypermarkets in Malaysia
- 2012 - 2013** Islamic Tourism:A study on Malaysian travel and tour businesses
- 2012 - 2015** Factors Influencing Selection of Higher Learning Institutes: an Empirical Investigation on Higher Learning's Institutions in Malaysia
- 2011 - 2013** Assessing Export Performance of Malaysian Furniture Industries Products: Measure of Competitiveness
- 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 - 2012** An Investigation On The Factors Influencing Students Choosing Sales As Their Career
- 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

- 2020** [The effects of visual merchandising and price sensitivity on impulse purchase behaviour among young apparel shoppers in Bangladesh.](#) International Journal of Business, Economics and Management , 7 (3) pp.192-202
- 2020** [Measuring student satisfaction towards mobile service provider in Bangladesh: with special reference to Grameen phone limited.](#) Journal of Xidian University , 14 (5) pp.184-200
- 2020** [Patients decision factors of alternative medicine purchase: an empirical investigation in Malaysia.](#) International Journal of Pharmaceutical Research , 12 (3 (July-September)) pp.614-622
- 2020** [Empirical analysis to the factors impact on succession process of the family-owned businesses in Bangladesh, moderating role of education.](#) Int. J. Business Innovation and Research , 24 (4) pp.1-18
- 2020** [The effect of retail service quality on customer loyalty: the mediating role of customer satisfaction and trust.](#) International Journal of Psychosocial Rehabilitation , 24 (6) pp.12625-12640
- 2020** [Employees usage of communication technology during non-work hours: a study on higher educational institutions In Malaysia.](#) International Journal of Advanced Science and Technology , 29 (9s) pp.476-488
- 2020** [What impact consumers' negative eWOM purchase intention? Evidence from Malaysia.](#) International Journal of Advanced Science and Technology , 29 (9s) pp.310-325
- 2020** [The effects of hedonic, utilitarian and social value on generation Z students' towards e-shopping intention: a mediating role of e- satisfaction.](#) Journal of Critical Reviews , 7 (10) pp.231-238
- 2020** [How to minimize the impact caused by global pandemic in Malaysia.](#) International Journal of Business and Management , 4 (2) pp.22-29
- 2020** [Innovative management practices towards waste reduction in food service establishments of Klang Valley in Malaysia.](#) International Journal of Education and Knowledge Management , 3 (3) pp.1-12

- 2020** [The movement control order \(MCO\) for Covid-19 crisis and its impact on tourism and hospitality sector in Malaysia.](#) International Tourism and Hospitality Journal , 3 (2) pp.1-7
- 2020** [Factors influencing the use of e-wallet as a payment method among Malaysian young adults.](#) Journal of International Business and Management , 3 (2) pp.1-12
- 2020** [The effect of multidimensional perceived value on customer loyalty towards retailers: the mediating role of customer satisfaction.](#) Journal of Talent Development & Excellence , 12 (3s) pp.1763-1777
- 2020** [Authentic leadership effect on pharmacists job stress and satisfaction during COVID-19 pandemic: Malaysian perspective.](#) Talent Development and Excellence , 12 (3s) pp.1824-1841
- 2020** [Consumer behavior towards over the counter medicine purchase the extended theory of planned behaviour.](#) Pakistan Journal of Medical and Health Sciences , 14 (3) pp.1131-1139
- 2020** [Consumers purchase intention of halal brand products in Bosnia and Herzegovina: extension version of theory planned behaviour.](#) International Journal of Islamic Marketing and Branding
- 2020** [Purchase intention towards alternative medicine: a study from consumers' perspective in Malaysia.](#) Iranian Journal of Public Health , 49 (1) pp.193-196
- 2020** [An exploration of the youth's perception toward social entrepreneurship development: evidence from Bangladesh.](#) JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen pp.88-104
- 2019** [Factors affecting purchase behaviour of Shariah compliant hotels: a study from Muslim consumers' perspective.](#) International Journal of Islamic Marketing and Branding , 4 (2) pp.104-123
- 2019** [Determining intention to buy air e-tickets in Malaysia.](#) Management Science Letters , 9 (6) pp.933-944
- 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** [Pharmaceutical marketing ethics in healthcare quality for patient satisfaction: an Islamic approach.](#) International Journal of Pharmaceutical Research , 11 (1) pp.1688-1697
- 2019** [Competitive advantages through IT-enabled Supply Chain Management \(SCM\) context.](#) Polish Journal of Management Studies , 19 (1) pp.464-474
- 2019** [The effect of customer satisfaction on customer loyalty in the motor industry.](#) Opcion , 35 (Special issue 21) pp.947-963
- 2019** [Measuring perceptions of Muslim consumers toward income tax rebate over zakat on income in Malaysia.](#) Journal of Islamic Marketing , 11 (2) pp.368-392

- 2019** [Validating Technology-Organization Environment \(TOE\) framework in web 2.0 adoption in supply chain management.](#) Industrial Engineering & Management Systems , 18 (3) pp.482-494
- 2019** [Web-based marketing communication to develop brand image and brand equity of higher educational institutions: a structural equation modelling approach.](#) GLOBAL KNOWLEDGE MEMORY AND COMMUNICATION pp.1-19
- 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** [Risk reduction in online flight reservation: the role of information search.](#) Journal of Reviews on Global Economics , 8 pp.886-899
- 2019** [Adoption of instant messenger: an empirical investigation.](#) Journal of Reviews on Global Economics , 8 pp.1024-1034
- 2019** [Competencies analysis for future employees to optimize organizational performance.](#) The International Journal Of Business & Management , 7 (10) pp.204-213
- 2019** [Does the retail hypermarket satisfy customers? market assessment in Malaysia.](#) Journal of International Business and Management , 2 (3) pp.1-12
- 2019** [Muslim consumers' purchase behavior towards shariah compliant hotels in Malaysia.](#) Vidyodaya Journal of Management , 5 (1) pp.121-138
- 2019** [Elements of advertisement and their impact on buying behaviour: A study of skincare products in Malaysia.](#) Management Science Letters , 9 (10) pp.1519-1528
- 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** [An exploratory study toward understanding social entrepreneurial intention.](#) Journal of International Business and Management , 1 (3) pp.1-16
- 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
- 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** [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** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 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** [Communicating shari'ah-compliant brands of tourism in Malaysia.](#) The Malaysian Journal of Consumer and Family Economics (MAJCAFE) , 22 (Special Issue) pp.15-28
- 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** [Firm export market performance: the case in Uganda.](#) Journal of Business and Policy Research , 12 (1) pp.54-71
- 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** [Factors influencing in selection of online banking products: a conceptual paper on Bangladeshi customer.](#) Pratibimba , 17 (2) pp.23-32
- 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** [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** [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 consumer perceptions towards intention to buy air tickets online in Malaysia.](#) Journal of Global Business and Social Entrepreneurship , 3 (5) pp.86-96
- 2017** [An approach to Islamic consumerism and its implications on marketing mix.](#) Intellectual Discourse , 25 (1) pp.137-154
- 2017** [Beliefs about Islamic advertising: an exploratory study in Malaysia.](#) Journal of Islamic Marketing , 8 (3) pp.409-429
- 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** [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 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** [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** [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** [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
- 2015** [Key success factors of online food ordering services: an empirical study.](#) Malaysian Management Review , 50 (2) pp.19-36
- 2015** [Moderating effect of income on the service environment and customers' behavioral intention.](#) Procedia Social and Behavioral Sciences , 170 (na) pp.596-604
- 2015** [The impact of work autonomy on job satisfaction of academic staff: an empirical examination of government universities in Sri Lanka.](#) International Journal of Recent Advances in Organizational Behaviour and Decision Sciences , 1 (4) pp.575-586

- 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
- 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** [Antecedents of the use of online banking by students in Malaysia: extended TAM validated through SEM.](#) International Business Management , 8 (5) pp.277-284
- 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
- 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
- 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
- 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** [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** [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** [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** [An analysis of the labour market and its policy of Bangladesh.](#) International Journal of Management Research and Review , 2 (7) pp.1104-1131
- 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** [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** [Organizational polities on employee performance: an exploratory study on ready made garments employees in Bangladesh .](#) Business strategy series , 12 (3) pp.146-155
- 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** [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** [Purchasing behavior for pirated products: a structural equation modeling approach on Bangladeshi consumers.](#) Journal of Management Research , 11 (1) pp.48-58
- 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
- 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** [Choice criteria for mobile telecom operator: empirical investigation among Malaysian customers.](#) International Management Review , 7 (1) pp.50-57
- 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 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
- 2010** [Factors influencing consumers' perception in the choice of consumers' products: a SEM approach on Malaysian consumers'.](#) JM International Journal of Management Research (JMIJMR) , 1 (1) pp.88-99
- 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** [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 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** [An empirical study towards consumer perception in selecting mobile telecom service providers in Malaysia.](#) Journal of Management & Science , 8 pp.4-22
- 2010** [Shariah observation advertising practices of Bank Muamalat in Malaysia.](#) Journal of Islamic Marketing , 1 (1) pp.70-77
- 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** [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** [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** [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** [Service quality and customer behavioural intention: a study on Malaysian telecommunication industry.](#) Kegess Journal of Social Sciences , 2 (1) pp.37-49

- 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 [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 [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 [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 [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 determinate customer shopping behaviour through Internet: the Malaysian case.](#) Australian Journal of Basic and Applied Sciences , 3 (4) pp.3452-3463
- 2009 [Issues of E-banking transaction: An empirical investigation on Malaysian customers perception.](#) Journal of Applied Sciences , 9 (10) pp.1870-1879

Conference or Workshop Item

- 2020 [The impact of employee job satisfaction on the relationship between HRM practices and organizational commitment: a conceptual study on RMG sector of Bangladesh.](#) In: **8 th Gadjah Mada International Conference on Economics and Business (GAMAICEB) in collaboration with 5 th Gadjah Mada International Conference on Islamic (GAMAICI) on Economics and Development, Accounting and Finance, and Business Research**
- 2020 [Challenging and solutions in attracting and retaining millennial employees during environmental disruption: a developing country perspective.](#) In: **8th Gadjah Mada International Conference on Economics and Business (GAMAICEB) in collaboration with 5 th Gadjah Mada International Conference on Islamic (GAMAICI) on Economics and Development, Accounting and Finance, and Business Research**
- 2020 [Influence of affecting attributes on tourist behavioural intention to visit Malaysia as a halal tourism destination.](#) In: **The 2nd International Conference of World Academy of Islamic Management 2020**
- 2020 [Muslim thoughts on Islamic advertising: the OIC perspective.](#) In: **WAPOR (World Association for Public Opinion Research) Asia 3rd Annual Conference**

- 2020 [Halal supply chain during pandemic.](#) In: **Fifth Gadjah Mada International Conference on Islamic Business Research**
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