

# MOHA ASRI BIN ABDULLAH



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

## ACADEMIC QUALIFICATION

- Master of Business Administration (MBA)
- Doctor of Philosophy (Development Economics)
- Degree of Bachelor of Arts, Honours Class IT (Upper Division) Anthropology/Sociology

## TEACHING RESPONSIBILITIES

APPLIED RESEARCH METHODS	2013/2014
ASEAN ECONOMIES	2016/2017 2017/2018 2018/2019
BUSINESS ECONOMICS	2013/2014
ECONOMIC DEVELOPMENT	2005/2006 2006/2007 2007/2008 2008/2009 2009/2010 2012/2013 2013/2014
ECONOMIC DEVELOPMENT AND POLICY	2008/2009 2009/2010 2010/2011 2012/2013 2013/2014 2014/2015 2016/2017 2017/2018 2018/2019 2020/2021
ECONOMICS FOR MANAGERS	2008/2009
HALAL BUSINESS MANAGEMENT	2020/2021
INTERMEDIATE MICROECONOMICS I	2011/2012 2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
INTRODUCTORY ECONOMICS FOR ENGINEERING	2005/2006 2006/2007 2007/2008 2008/2009
MANAGEMENT POLICY AND CORP STRATEGY	2012/2013
PRINCIPLES OF MICROECONOMICS	2009/2010 2010/2011 2011/2012 2014/2015 2015/2016

## RESEARCH PROJECTS

### Completed

- 2020 - 2020** Muslim Tourists' Expectations for Travelling to Japan by Cruise Ships
- 2020 - 2020** Halal Entrepreneurship

- 2019 - -1** KIHCA Halal Audit
- 2017 - 2020** Empirical Evidence of SMEs Using Islamic Financing - A Comparative Study for Malaysia and Indonesia
- 2015 - 2017** Involvement of Immigrants in Small Retailing Businesses in Kuala Lumpur, Malaysia and Auckland, New Zealand: An Exploratory Study on Their Issues and Prospects
- 2013 - 2017** Developing an Islamic Financing Model for Abandoned Housing Projects
- 2013 - 2017** Islamic Microfinance as a Tool for Enterprise Creation, Expansion and Poverty Alleviation : A Study of using Different Models
- 2013 - 2016** Application of Extended Technology Acceptance Model (TAM) on Malaysian Consumer Towards E-Commerce Transaction of Small Business
- 2012 - 2015** Memperkasakan Program Latihan dan Sokongan Usahawan Wanita Industri Kecil dan Sederhana
- 2012 - 2012** Estimation on the Increase in the Cost of Professional Services for Land Surveyors in Malaysia
- 2009 - 2016** Management Commitment to Service Quality: A Comparative Case in Conventional Banking in New Zealand and Islamic Banking in Malaysia
- 2008 - 2011** Towards a Model of Succession Planning in the East Coast Region
- 2008 - 2009** Graduates Employment in Malaysian SMES
- 2008 - 2009** Graduates Employment in Malaysian SMES

#### **In Progress**

- 2020 - Present** Taiwan-INHART Halal Certification Authority (TIHCA)
- 2020 - Present** Halal Entrepreneurship
- 2020 - Present** Muslim Tourists' Expectations for Travelling to Japan by Cruise Ships
- 2019 - Present** Kajian Peluang Pekerjaan Orang Kurang Upaya (OKU) di Malaysia
- 2019 - Present** Geo-tourism Destination (GTD) Framework Based on Sustainable Development Goals and Maqasid Shariah
- 2019 - Present** KIHCA Halal Audit
- 2019 - Present** Framing Core Competencies Index for Halal Executive in Food Companies
- 2019 - Present** Characterization of blood plasma structure in surimi products and adulteration status through scientific and shariah approach.

- 2019 - Present** Towards a conceptual model of whistle-blowing intentions among employees in Halal certified food companies
- 2017 - Present** Empirical Evidence of SMEs Using Islamic Financing - A Comparative Study for Malaysia and Indonesia
- 2016 - Present** Profiling the Effects of Urban Poverty on the Academic Achievement of Students from different Ethnic Groups in Major Malaysian Cities
- 2004 - Present** Trade, Regulation and Policy Research Unit
- 2004 - Present** Globalization and WTO Research Unit (GWTO)

## PUBLICATIONS

### Article

- 2020** [Halal certification mark, brand quality, and awareness: do they influence buying decisions of Nigerian consumers?.](#) Journal of Islamic Marketing , 11 (6) pp.1657-1670
- 2020** [Global halal industry: realities and opportunities.](#) International Journal of Islamic Business Ethics , 5 (1) pp.47-59
- 2020** [Problems and global challenges of small and medium enterprises \(SMEs\) in Iran.](#) International Journal of Science and Business , 4 (12) pp.80-92
- 2020** [Institutional investors vs retail investors: Are psychological biases equally applicable to investor divides in Malaysia?.](#) International Journal of Bank Marketing , 38 (3) pp.671-691
- 2019** [Islamic business coaching from the perspective of Indonesian coaches.](#) International Journal of Modern Trends in Social Sciences , 2 (8) pp.174-187
- 2019** [Business issues and business prospects of immigrant entrepreneurs in New Zealand: an empirical analysis of Structural Equation Modelling \(SEM\).](#) International Journal of Human Potentials Management (IJHPM) , 1 (2) pp.1-13
- 2019** [Comparative evidence of two cities on cross-border entrepreneurs and their business success: Auckland and Kuala Lumpur.](#) Journal of International Business and Management , 2 (2) pp.1-18
- 2019** [Halal tourism: definition, justification, and scopes towards sustainable development.](#) International Journal of Business, Economics and Law , 18 (3) pp.23-31
- 2019** [Development of small and medium enterprises \(SMEs\) in FELDA scheme: challenges and policy prospect.](#) South East Asia Journal of Contemporary Business, Economics and Law , 18 (2) pp.1-10
- 2018** [Halal small and medium enterprises \(SMEs\) in direct selling industry: scenario in Malaysia.](#) Journal of Halal Industry & Services , 1 (1) pp.1-13

- 2018** [Small Medium Enterprises \(SMES\) in Turkey and Malaysia a comparative discussion on issues and challenges.](#) International Journal of Business Economics and Law , 15 (3) pp.1-10
- 2018** [Small medium enterprises \(smes\) in Turkey and Malaysia a comparative discussion on issues and challenges.](#) International Journal of Business, Economics and Law , 15 (3) pp.1-10
- 2016** [Success factors of overall improvement of microenterprises in Malaysia: an empirical study.](#) Journal of Global Entrepreneurship Research , 6 (7) pp.1-13
- 2016** [The behavioral intention of micro enterprises to use the integrated cash waqf micro enterprise investment \(ICWME-I\) model as a source of financing.](#) Gadjah Mada International Journal of Business , 18 (2) pp.111-130
- 2016** [Developing cash waqf model as an alternative source of financing for micro enterprises in Malaysia.](#) Journal of Islamic Accounting and Business Research , 7 (4) pp.254-267
- 2016** [Justice and nature of contract as determinants of abandoned housing projects.](#) Labuan Bulletin of International Business & Finance , 14 pp.52-67
- 2016** [The impact of millionaires' secret strategy on entrepreneurial performance through entrepreneurial motivation.](#) Malaysia Management Review , 51 (2 (July-December)) pp.41-55
- 2016** [Immigrant entrepreneurs and their perceived success in small retail businesses: preliminary New Zealand findings.](#) Journal of Business and Policy Research ( JBPR ) , 11 (2) pp.113-122
- 2016** [The behavioral intention of micro enterprises to use the Integrated Cash Waqf Micro Enterprise Investment \(ICWME-I\) model as a source of financing.](#) Gadjah Mada International Journal of Business , 18 (2) pp.111-130
- 2016** [Regulatory framework for Member-owned Islamic Microfinance Institutions \(MIMIS\) In Sub-Saharan Africa \(SSA\).](#) Journal of Islamic Economics, Banking and Finance (JIEBF) , 12 (1 (Jan-March)) pp.120-136
- 2016** [Does early phase of business cycle moderate small business success? Empirical evidence from Malaysia.](#) International Journal of Management and Applied Science , 2 (7) pp.182-192
- 2015** [Mediating relationship of financial practice between financial knowledge and business success: an empirical study on Malaysian small enterprises.](#) Australian Academy of Business Leadership , 1 (1) pp.1-23
- 2015** [Differences in service quality of retail banking between Auckland and Kuala Lumpur.](#) International Review of Business Research Papers , 11 (2) pp.189-198
- 2015** [How comfortable are Malaysian users in utilizing webpages of small businesses?.](#) Athens Journal of Business and Economics , 1 (3) pp.235-248
- 2015** [Effects of Islamic entrepreneurship mind programming on entrepreneurial performance through entrepreneurial motivation.](#) International Journal of Business and Globalisation , 15 (3) pp.294-312

- 2015** [Differential roles between owner and manager in financial practice that contributes to business success: an analysis on Malaysian small business.](#) Academic Journal of Interdisciplinary Studies , 4 (1) pp.123-134
- 2014** [E-commerce transactions among consumers in the webpage of small business in Malaysia: a validity measurement model.](#) Asia Pacific Journal of Business and Management , 2 (5) pp.37-51
- 2014** [E-commerce transactions among consumers in the webpage of small businesses in Malaysia: a validity measurement model.](#) Asia Pacific Journal of Business and Management , 5 (2) pp.37-51
- 2014** [Determinants of customer satisfaction on retail banks in New Zealand: an empirical analysis using structural equation modeling.](#) Global Economy and Finance Journal , 7 (1) pp.63-82
- 2014** [Service quality and consumer perception on retail banking facilities and employees' courtesy in Malaysia and New Zealand.](#) European Journal of Social Sciences Education and Research , 1 (2) pp.70-80
- 2012** [Perception of small- and medium-sized enterprises in Klang Valley, Malaysia towards profit and loss sharing mode of financing.](#) Malaysian Journal of Economic Studies , 49 (1) pp.37-48
- 2011** [Family-owned businesses: towards a model of succession planning in Malaysia.](#) International Review of Business Research Papers , 7 (1) pp.251-264
- 2011** [Slums and squatters in Asia Cities: a comparative study of Penang and Dhaka .](#) South Asian Anthropologist , 11 (1) pp.19-28
- 2011** [Small and medium enterprises and their financing patterns: evidence from Malaysia.](#) Journal of Economic Cooperation and Development , 32 (2) pp.1-18
- 2011** [Social Entrepreneurship as an Instrument to Empowering Small and Medium Enterprises: An Islamic Perspective.](#) International Journal of Management and Business Research , 1 (1) pp.35-46
- 2010** [Adequacy of financial facilities for small-medium business: empirical findings from Malaysia .](#) International Review of Business Research Papers , 6 (4) pp.535-548
- 2010** [The working environment and living condition of foreign migrant workers in Malaysia.](#) International Journal of Business Policy and Economics , 3 (2) pp.353-367

#### **Conference or Workshop Item**

- 2020** [Understanding halal entrepreneurship: concepts and essentiality.](#) In: **International Discussion Forum on Islamic Economics on Halalpreneurship**
- 2020** [Halal standards globally: a comparative study of unities and diversities among the most popular halal standards globally.](#) In: **1st International Virtual Halal Conference 2020**
- 2020** [Halal marketing and branding.](#) In: **Kuliah Global Halal Industri**
- 2020** [Understanding halalpreneurship: concept and essentiality.](#) In: **Lecturer Discussion Forum**

- 2020 [Waqf: Opportunities, challenges, and way forward.](#) In: **Kongres Nasional AFEBIS: Seminar Internasional Modernization of Waqf in Southeast Asia**
- 2019 [Global halal SMEs: principles & potentials.](#) In: **Tijarah Discourse Series -Halal Industry:Opportunity And Prospect**
- 2019 [Halal entrepreneurship from Maqasid-al-sharia'h perspective: inseparable concept for Halalpreneurs.](#) In: **Global Halal Sphere Conference 2019**
- 2019 [Halal certification mark, brand quality, and awareness: do they influence buying decisions of Nigerian consumers?.](#) In: **Global Halal Sphere Conference 2019**
- 2019 [Writing a winning FRGS proposal.](#) In: **Seminar Penulisan Proposal Geran FRGS 2019 (KSHAH)**
- 2019 [Global Halal industry: realities and opportunities.](#) In: **7th Global Forum on Islamic Finance (GFIF)**
- 2018 [Halal Small and Medium Enterprises \(SMEs\) in direct selling industry: preliminary evidence from Malaysia.](#) In: **International Conference on Halal Innovation in Products and Services 2018 (i-CHIPS 2018)**
- 2018 [Halalpreneurs among immigrants and their business prospects in Malaysia.](#) In: **International Conference on Halal Innovation in Products and Services 2018 (i-CHIPS 2018)**
- 2018 [Halal businesses for everybody: big opportunities in store.](#) In: **Bridging Businesses into the Halal Space**
- 2018 [How to intensify research & publications for academicians.](#) In: **Public Lecture**
- 2018 [Halal preneurs = Keusahawanan Halal.](#) In: **Program Transformasi Minda Usahawan IKS Halal Kuala Pilah (Putra@Pilah)**
- 2018 [Antecedents of financial practice for the success of small and medium enterprises \(SMEs\) in Malaysia.](#) In: **AAGBS International Conference On Business Management (AiCoBM) 2018**
- 2018 [Small Medium Enterprises \(SMES\) in turkey and Malaysia a comparative discussion on issues and challenges.](#) In: **15th Kuala Lumpur International Business Economics and Law Conference 2018 (KLIBEL 15)**
- 2017 [Credit discipline and its utility for proper and prophylactic micro-financing system: assessing the global situation.](#) In: **The IRES 69th International Conference 2016**
- 2016 [Immigrant entrepreneurs in Malaysia: An exploratory study on their business success and prospects in small retail business.](#) In: **Australian Centre for Entrepreneurship (ACE) Research Exchange Conference 2016**
- 2016 [Immigrant entrepreneurs and their perceived success in small retail businesses: preliminary New Zealand findings.](#) In: **Annual South Africa Business Research Conference**
- 2016 [Effects of millionaire's mind programming on entrepreneurial performance through entrepreneurial motivation.](#) In: **28th Business & Economics Society International Conference (B&ESI 2016)**

- 2015 [How comfortable are Malaysian users in utilizing webpages of small businesses?.](#) In: **Athens Institute for Education and Research Conference**
- 2015 [Islamic microfinance: the role of charity and social capital in alleviating poverty and asset building.](#) In: **International Conference on Human Sustainability 2015 (INSAN2015)**
- 2015 [Differential roles between owner and manager in financial practice that contributes to business success: an analysis on Malaysian small business.](#) In: **5th International Conference on Social Sciences - Prishtina Edition (ICSS 2015)**
- 2015 [Mediating relationship of financial practice between financial knowledge and business success: an empirical study on Malaysian small business.](#) In: **Sydney International Business Research Conference 2015**
- 2015 [Justice and nature of contract as determinant of abandoned housing project.](#) In: **International Conference on Contemporary Issues in Accounting and Finance 2015 (CoCIAF 2015)**
- 2014 [How comfortable are Malaysian users in utilizing webpages of small businesses?.](#) In: **8th Annual International Conference on Global Studies: Business, Economics, Social and Cultural Aspects**
- 2014 [Alternative model for financing micro enterprises in Malaysia.](#) In: **2nd International Symposium on Business and Social Sciences 2014**
- 2014 [Small business financial growth: from theoretical perspective.](#) In: **5th Asia-Pacific Business Research Conference**
- 2013 [Alternative model for micro enterprises' human capital development in Malaysia.](#) In: **2nd Applied International Business Conference 2013**
- 2013 [Islamic banking services in Malaysia: the extent of customer satisfaction with quality of service.](#) In: **2nd International Conference on Islamic Economics and Economies Of The OIC Countries (ICIE2013)**
- 2009 [Adequacy of financial facilities for small business in Malaysia: preliminary findings .](#) In: **International Business Research Conference**

#### **Book**

- 2020 [Cross border SMEs: Malaysia & Indonesia.](#) UMY Press . ISBN 9786239168285
- 2015 [Small and medium enterprises in Muslim countries.](#) IIUM Press . ISBN 9789674183035
- 2012 [Succession planning in SMEs.](#) IIUM Press . ISBN 9789670225135
- 2009 [Urban poverty: a case study of major cities in Malaysia.](#) IIUM Press . ISBN 9789833855803
- 1999 [Foreign workers in Malaysia: issues and implications.](#) Utusan Publications & Distributors Sdn Bhd . ISBN 967610891X

#### **Book Section**

- 2020 [Examining issues and challenges in integrating SMEs into global value chains: Malaysia evidence".](#) In: **Cross border SMEs: Malaysia & Indonesia** UMY Press . ISBN 9786239168285 , pp.172-189

- 2020 [Halal industry in ASEAN: issues and challenges.](#) In: **Economics, Business, and Islamic Finance in ASEAN Economics Community** IGI Global . ISBN 2327-5677 , pp.77-104
- 2020 [Business success factors of SMEs in Malaysia: an empirical study.](#) In: **Cross border SMEs: Malaysia & Indonesia** UMY Press . ISBN 9786239168285 , pp.39-66
- 2020 [Capacity building for SMEs: realizing the training gap amongst SMEs in Malaysia.](#) In: **Cross border SMEs: Malaysia & Indonesia** UMY Press . ISBN 9786239168285 , pp.107-131
- 2018 [Regulatory framework for member-owned Islamic microfinance institution in Sub-Saharan Africa.](#) In: **Regulation & Supervision of Islamic microfinance** IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-397-4 , pp.168-187
- 2015 [Study on financial need and behaviour of Small and Medium \(SMEs\) in Klang Valley, Malaysia.](#) In: **Small and Medium Enterprises in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.134-159
- 2015 [Study on financial need and behaviour of Small and Medium \(SMEs\) in Klang Valley, Malaysia.](#) In: **Small and Medium Enterprises in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.134-159
- 2015 [Study on financial need and behaviour of Small and Medium \(SMEs\) in Klang Valley, Malaysia.](#) In: **Small and Medium Enterprises in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.134-159
- 2015 [Study on financial need and behaviour of Small and Medium \(SMEs\) in Klang Valley, Malaysia.](#) In: **Small and Medium Enterprises in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.134-159
- 2015 [Inter-firm linkages, business strategies and firm performance: an empirical study of small industrial clusters in Central Java, Indonesia.](#) In: **Small and Medium Enterprises (SMEs) in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.223-245
- 2015 [Inter-firm linkages, business strategies and firm performance: an empirical study of small industrial clusters in Central Java, Indonesia.](#) In: **Small and Medium Enterprises (SMEs) in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.223-245
- 2015 [Inter-firm linkages, business strategies and firm performance: an empirical study of small industrial clusters in Central Java, Indonesia.](#) In: **Small and Medium Enterprises (SMEs) in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.223-245
- 2015 [Inter-firm linkages, business strategies and firm performance: an empirical study of small industrial clusters in Central Java, Indonesia.](#) In: **Small and Medium Enterprises (SMEs) in Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.223-245
- 2015 [Empowering Small and Medium Enterprises \(SMEs\) in facing ASEAN-China Free Trade Area \(ACFTA\) .](#) In: **Small and Medium Enterprises In Muslim Countries** IIUM Press . ISBN 9789674183035 , pp.337-360



**2009** [Support system for small and medium entrepreneurs in Malaysia.](#) In: **Contemporary Readings on Entrepreneurship and Small Business Management** Universiti malaysia Kelantan . ISBN 9789834404383 , pp.17-33

**2009** [The outreach of support programmes for bumiputera's entrepreneur in Malaysia: evidence from Penang.](#) In: **Contemporary Readings on Entrepreneurship and Small Business Management** Universiti malaysia Kelantan . ISBN 9789834404383 , pp.198-224