

CURRICULUM VITAE

ASSOC. PROF. DR MAIZAITULDAWATI MD HUSIN

Office: UTM Azman Hashim International Business
Address: School, Level 10, Menara Razak,
Universiti Teknologi Malaysia Kuala Lumpur,
Jalan Sultan Yahya Petra,
54100 Kuala Lumpur,
Malaysia.
Office: +0321805048
Email: aidawati.kl@utm.my
maizaitulaidawati@gmail.com
Website: <http://www.maizaitulaidawati.com/>



Updated on: 1 Oct 2026

[Web of Science h-index: 9](#)

[SCOPUS h-index: 15](#)

[Google Scholar h-index: 26](#)

PROFESSIONAL PROFILE

- I'm an effective communicator with excellent planning, organizational, and negotiation strengths and the ability to lead, reach consensus, establish goals, and attain results.
- I am strongly committed to team dynamics and follow leadership directives when appropriate.

PERSONAL PARTICULARS

Age	: 40 years	Date of Birth	: 17th November 1986
Nationality	: Malaysian	Gender	: Female
Marital Status	: Married	Religion	: Islam

RESEARCH INTERESTS

Islamic banking and finance, Islamic marketing, fintech, behavioural finance and consumer behaviour

MEMBERSHIP OF PROFESSIONAL BODIES

Asian Council of Science Editors since August, 2016 (Life Membership)
I'M Research Consortium since May 2016
Malaysian Economic Association since May 2015 (Life Membership)
Malaysian Finance Association since January 2015, Membership No: 139/15 (Life Membership)
Financial Planning Association of Malaysia since July 2018, Membership No: A10439
Majlis Professor Negara since August 2022

ACADEMIC QUALIFICATIONS

- **PHD (ISLAMIC ECONOMY)**

UNIVERSITI MALAYA, *completed: December 2014*

Dissertation: Muslim Intention to Participate in Family Takaful Scheme: A Study using Decomposed Theory of Planned Behaviour in Klang Valley, Malaysia

- **MASTER IN SCIENCE (BANKING)**

UNIVERSITI UTARA MALAYSIA, CGPA 3.53, *graduated: March 2010*

Dissertation: January Effect on Stock Return in Malaysia: Evidence from Bursa Malaysia Stock Exchange

- **BACHELOR OF BUSINESS ADMINISTRATION (FINANCE)**

UNIVERSITI TEKNOLOGI MARA, CGPA 3.35, *graduated: May 2008*

Final Year Project: Holiday Effect on Stock Return in Malaysia

PROFESSIONAL QUALIFICATION

- **CERTIFICATE IN FINTECH FOR FINANCE AND BUSINESS LEADERS**

ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA), *since June 2025*

- **ISLAMIC FINANCIAL PLANNER®**

ISLAMIC BANKING AND FINANCE INSTITUTE MALAYSIA, *since January 2018*

- **CERTIFIED PROGRAM ACCREDITATION AUDITOR**

UNIVERSITI TEKNOLOGI MALAYSIA

CAREER

UNIVERSITI TEKNOLOGI MALAYSIA

- ASSOCIATE PROFESSOR, *July 2021- Present*
- SENIOR LECTURER, *May 2015- June 2021*
- TUTOR, *January 2009- April 2015*

HSBC ELECTRONIC DATA PROCESSING (MALAYSIA) SDN BHD

- GLOBAL SUPPORT EXECUTIVE, *May 2008- January 2009*

ADMINISTRATIVE EXPERIENCE AT UNIVERSITY/FACULTY LEVEL

DEPUTY DEAN (RESEARCH, DEVELOPMENT AND INNOVATION), UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 Oct 2026- 30 Sept 2028*

- Provide strategic leadership for the School's research, development and innovation agenda. Oversee initiatives to strengthen research quality, publications, grant acquisition and knowledge commercialisation, while supporting faculty research capabilities. Develop partnerships with industry, government and academic institutions to advance collaborative research, consultancy and knowledge transfer, enhancing the School's research impact and contribution to society.

DIRECTOR (BUSINESS ADMINISTRATION), UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 July 2021- 30 June 2026*

- I lead and set the strategic direction for the institution's academic and administrative operations. I oversee curriculum development, faculty recruitment, and student enrollment to ensure educational excellence and program relevance. I also build relationships with industry partners, alumni, and stakeholders to foster collaboration and support for the school's initiatives. I also play a pivotal role in budget management and resource allocation while championing the school's diversity, equity, and inclusion efforts. By providing visionary leadership, fostering innovation, and upholding the school's mission and values, I contribute to its reputation, growth, and impact in the business education landscape.

HEAD OF MSC PROGRAM, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 April 2021- 31 Dec 2026*

- I am responsible for the overall management and success of the MSc Food Processing and Innovation program. My role includes overseeing curriculum development and ensuring that courses align with program objectives and industry standards. I also coordinate faculty assignments, student advising, and program evaluations to maintain high academic standards and student satisfaction. Additionally, I liaise between faculty, students, and administration, addressing concerns, facilitating communication, and promoting a positive learning environment. I also play a key role in recruiting and retaining students, fostering partnerships with industry stakeholders, and staying abreast of emerging trends and best practices in higher education to continuously enhance the program's quality and relevance.

APEL C COORDINATOR, UNIVERSITI TEKNOLOGI MALAYSIA- APEL Center, *1 April 2023- 31 March 2024*

- I serve as a central figure in UTM, facilitating the smooth operation of APEL C programs. My responsibilities include promoting the APEL C programs, facilitating the UTM community's implementation of the programs, coordinating student advisement, and ensuring adherence to academic policies and procedures. I also support other academics by providing resources and administrative assistance and serving as a point of contact for students, faculty, and staff regarding APEL C matters.

HEAD OF PHD PROGRAM, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 January 2020- 30 June 2021*

- I am responsible for the overall management and success of the PhD program. My role includes overseeing curriculum development and ensuring that courses align with program objectives and industry standards. I also coordinate faculty assignments, student advising, and program evaluations to maintain high academic standards and student satisfaction. Additionally, I liaise between faculty, students, and administration, addressing concerns, facilitating communication, and promoting a positive learning environment. I also play a key role in recruiting and retaining students, fostering partnerships with industry stakeholders, and staying abreast of emerging trends and best practices in higher education to continuously enhance the program's quality and relevance.

ASSISTANT RESEARCH GROUP LEADER, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 January 2019- 31 December 2021*

- I'm one of the driving forces behind the research team, responsible for setting the vision and direction of the Innovation and Business Strategy Research Group, planning research strategies, and managing resources effectively.

RESEARCH MANAGER, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *May 2017- May 2018*

- I play a pivotal role in overseeing and coordinating research activities and managing research projects, budgets, and timelines, ensuring efficient resource allocation and meeting research objectives. My responsibilities also include liaising with stakeholders, including researchers, funders, and regulatory bodies, to facilitate collaboration and ensure compliance with relevant standards and guidelines. Additionally, I mentor and support research teams, fostering a culture of innovation, excellence, and continuous improvement in research practices and outcomes.

FACILITY MANAGER & FACILITY COORDINATOR, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *August 2016- October 2016 & November 2016- April 2017*

- I oversee the efficient, effective operation of physical facilities at AHIBS. My role includes maintenance management, space planning, and safety compliance. I coordinate with maintenance staff, vendors, and contractors to ensure that buildings and equipment are properly maintained and functioning. I also manage budgets, procure supplies, and implement cost-saving measures to optimize facility operations. Moreover, I play a crucial role in ensuring compliance with regulatory standards and safety protocols, while also addressing security, environmental sustainability, and emergency preparedness. Through strategic planning and proactive management, I contribute to the overall functionality, safety, and sustainability of the organisation's physical infrastructure.

INFORMATION TECHNOLOGY MANAGER, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *July 2015- July 2016*

- I oversee AHIBS's technological infrastructure and systems. My role involves strategic planning, implementation, and maintenance of IT resources to support AHIBS's goals and objectives. I also play a vital role in data management, cybersecurity, and disaster recovery planning, and I provide technical support and training to staff. Through effective leadership and technical expertise, I contribute to the successful integration and utilisation of technology to drive innovation and business growth.

RESEARCH & INDUSTRIAL ATTACHMENT EXPERIENCE

- **ADJUNCT RESEARCH FELLOW**

University of Business and Technology, Jeddah, Saudi Arabia, *1 February 2021 - 31 January 2022*

- **POST-DOCTORAL RESEARCHER (ISLAMIC FINANCE)**

International Islamic University Malaysia, *1 October 2018 - 30 September 2019*

SELECTED HONORS & AWARDS (2016-PRESENT)

1. Award of Excellence, Azman Hashim International Business School, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
2. Highest H-Index Publication Award, Azman Hashim International Business School, 2024
3. Best Case Study Presentation Award, Azman Hashim International Business School, 2024
4. Best Book Private Research Grant Award, Azman Hashim International Business School, 2023
5. NALI Award, Azman Hashim International Business School, 2023
6. Best LPPT Award, Azman Hashim International Business School, 2023
7. Best Book Chapter Publication Award, Azman Hashim International Business School, 2018, 2022
8. Best Consultation Award, Azman Hashim International Business School, 2018
9. Best Non-Indexed Publication Award, Azman Hashim International Business School, 2018
10. Award of Excellence, Universiti Teknologi Malaysia, 2014, 2017, 2024

LANGUAGES

Language	Spoken	Written
Bahasa Malaysia	Excellent	Excellent
English	Excellent	Excellent

EDITORIAL LEADERSHIP & REVIEW APPOINTMENTS

1. Advisory International Editorial Board for the Asian Journal of Islamic Management since 2024
2. Editor Advisory Board for the International Journal of Islamic Khazanah since 2021.
3. Co-chief Editor for the International Journal of Innovation and Business Strategy from May 2017 till April 2020.
4. Editorial Review Board Member for Amity Journal of Finance since July 2016.

COURSES TAUGHT

<u>Undergraduate Students</u>	<u>Adult learners</u>	<u>Postgraduate Students</u>
1. Principles of Management 2. Introduction to Business 3. Principles of Economics 4. Introduction to Finance 5. Business Mathematics 6. Principles of Marketing 7. Entrepreneurship and Enterprise Development	1. Business Mathematics using Excel 2. Introductory Microeconomics 3. Principles of Macroeconomics 4. Introductory Accounting 5. Principles of Microeconomics 6. Business Mathematics 7. Management Accounting I 8. Fundamental of Shariah for Islamic Finance 9. Investment Portfolio Management	1. Financial Management and Corporate Governance 2. Strategic Financial Management 3. Takaful and Retakaful 4. Islamic Financial System 5. Islamic Banking Products and Services 6. Islamic Marketing 7. Business Research 8. Research Investigative Process

ACADEMIC ACTIVITIES & ACHIEVEMENTS

Secured more than 13 research grants	More than 80 research and book publications	Presented more than 40 conference papers
Secured and participate in not less than 8 consultancy projects	Supervised more than 30 PhD, DBA and master students	Examined more than 70 graduate projects

ACADEMIC AUDIT, ADVISORY & QUALITY ASSURANCE EXPERIENCE (2016-PRESENT)

1. External Advisor, Master in Islamic Finance Practice, INCEIF University, 2026-2029
2. Auditor, Bachelor of Business Analytics (Hons.), Universiti Teknologi Malaysia, 2026
3. Auditor, Bachelor of Business Administration (Hons.) Finance, Universiti Teknologi Mara, 2026
4. External Academic Advisor, Bachelor of International Finance, Universiti Malaysia Sabah, 2023-2025
5. Advisor, Enricher Fintech Limited, 2025-2026
6. External Academic Advisor, Certificate in Business Studies and Diploma in Business Management, INTI International University, 2024-2025
7. Auditor, Master in Islamic Studies Program, UTM Faculty of Social Sciences and Humanities, 2022
8. Trainer, Syllabus Development for Diploma in Islamic Banking and Finance, MARA Bandar Melaka Professional College, 2022

KEYNOTE & INVITED SPEAKER ENGAGEMENTS (2016-PRESENT)

1. Keynote Speaker at the 2024 International Conference on Applied Psychology and Marketing Management, 17-19 May 2024
2. Keynote Speaker at the 3rd International Academic Conference on Blockchain, Information Technology and Smart Finance (ICBIS 2024), 23-25 February 2024
3. Training the Trainer for Fundamentals of Finance Technology and Application course at Poly-Tech MARA college, 13-14 April 2022
4. Challenges In Conducting An Academic Research at CALWASS, 7 May 2021
5. How to Write Article for Scopus Journal at Universiti Malaya, 12 December 2020
6. ERASMUS CBHE Sharing session at Asia Technological University Network, at Universiti Teknologi Malaysia, 28 September 2020
7. Book Chapter Publication Workshop at Universiti Teknologi Malaysia, 10 August 2020
8. Tips and Tricks for Addressing Journal Reviewers' Comments at Universiti Teknologi Malaysia, 31 May 2020
9. Entrepreneurial Finance, e-commerce and business at University of Business and Technology, Saudi Arabia, 20-26 February 2020
10. Maximizing Research Impact and Sustaining Community-University Partnership at Universitas Gadjah Mada, 4 September 2019
11. Effective Proposal Writing Workshop at Uniten, Sultan Haji Ahmad Shah Campus, 4 July 2018
12. Improving Faculty Member's Capacity for International Publication at Universitas Islam Indonesia, 27 November 2017

CONSULTANCY LEADERSHIP EXPERIENCE (2016-PRESENT)

1. Project Member, Pelan Accelerator Kurier Negara (PAKEJ) 2.0 Framework and Action Plan, Malaysian Communications and Multimedia Commission, March 2026 to October 2026
2. Project Member, Strategic Communication and Multimedia Technology Roadmap for Standards Development, Malaysian Technical Standards Forum Bhd, April 2024 to October 2024
3. Project Member, Strategic Communications and Multimedia Technology Roadmap for Standards Development, Malaysian Communications and Multimedia Commission, 1 June 2024 to 31 December 2024
4. Project leader, Executive Study and Tour Program with Chandaria School of Business, United States International University Africa, Kenya for 3 consecutive years, 3 to 7 July 2017, 16 to 20 July 2018 and 21 – 27 July 2019.
5. Project leader, Global Internship Program with Eurasian National University, Kazakhstan, for 2 consecutive years, 9 to 22 November 2015 and 26 January to 3 February 2016.
6. Project member, Global Star Rating Project for United Arab Emirates Prime Minister Office, 15 November 2012-15 February 2017.

SELECTED RESEARCH GRANTS & FUNDED PROJECTS (2016-PRESENT)

1. Digitalization of Microtakaful Products and Services: Measuring Readiness of Micro, Small and Medium Enterprises and Takaful Operator – Etiqa Contract Research, **Maizaitulaidawati Md Husin**, Haliyana Khalid, Nor Aiza MMohd Zamil and Jamhuri Talib, RM50000 (December 2022 - November 2023).
2. Extending Theory of Planned Behaviour for Predicting Intention to Participate in Family Takaful Scheme, Universiti Teknologi Malaysia – Potential Academic Staff Grant (PAS), **Maizaitulaidawati Md Husin** and Nazimah Hussin, RM20000 (1 January 2016 – 31 December 2016).
3. Propensity to debt between Islamic and conventional credit cardholders, Universiti Teknologi Malaysia - Research University Grant (RUG), Nazimah Hussin, Siti Zaleha Abdul Rasid, Fauziah Sh. Ahmad, Rohaida Basiruddin, Farzana Quoquab Habib, and **Maizaitulaidawati Md Husin**, RM20000 (1 September 2015 – 31 Ogos 2016)
4. Maqasid Syariah of Takaful Products for Women in Managing Health and Economic Risk Faced by Malaysian Women, Universiti Malaya - Universiti Malaya Research Grant (UMRG), Asmak Ab Rahman, Azizi Che Seman, Mohamad Zaidi Abdul Rahman, **Maizaitulaidawati Md Husin** and Nor Hananie Sidek, RM56150 (April 2015 – April 2017)

SELECTED PUBLICATIONS (2016-PRESENT)

Journal Articles

1. Jamhuri Talib, Shahab Aziz, **Maizaitulaidawati Md Husin** (2025), "Evolution of takaful research: A bibliometric analysis", *Journal of Islamic Accounting and Business Research* [Web of Science]
2. **Maizaitulaidawati Md Husin**, Shahab Aziz, Mehwish Iqbal (2023), "A bibliometric and visualization analysis of Islamic fund management research", *Journal of Islamic Marketing*, Vol. 15 No. 2, pp. 573-594. [Web of Science]
3. Majda Ayoub Juma Alzadjal, Mohd Fauzi Abu-Hussin, **Maizaitulaidawati Md Husin**, Mohd Yahya Mohd Hussin (2022), "Moderating the role of religiosity on potential customer intention to deal with Islamic banks in Oman", *Journal of Islamic Marketing*, Vol. 13 No. 11, pp. 2378-2402 [Web of Science]
4. **Maizaitulaidawati Md Husin**, Shahab Aziz and Ong Choon Hee (2021), "Stock Investment Decision: The Impacts of Investor's Perceived Trust, Religiosity and Attitude", *International Journal Academic Research in Business and Social Sciences*, Vol. 11 No. 1, pp. 400–418. [ERA]
5. **Maizaitulaidawati M. H.** and Razali, H. (2020), "Micro, Small and Medium Enterprises Competitiveness and Micro-Takaful Adoption", *ISRA International Journal of Islamic Finance*, Vol. 12, No. 3, pp. 367-380. [Web of Science]
6. **Maizaitulaidawati M. H.** and Razali, H. (2020), "Takāful demand: a review of selected literature", *ISRA International Journal of Islamic Finance*, Vol. 12, No. 3, pp. 443-455. [Web of Science]

7. Hendy, M. A., **Maizaitulaidawati M. H.** and Muafi, M. (2020), "The role of self-congruity in the retail store patronage model: The case of Islamic retail stores in Indonesia and Malaysia", *Journal of International Studies*, Vol. 13 No. 2, pp. 62-80 [Scopus]
8. Tariq, B. and **Maizaitulaidawati, M. H.** (2019), "An investigation of the effect of customer beliefs on the intention to participate in family Takaful schemes", *Journal of Islamic Marketing*, Vol. 11, No. 3, pp. 709-727 [Scopus]
9. Shahab, A., **Maizaitulaidawati, M. H.**, Nazimah, H. and Zahra, A. (2019) "Factors that Influence Individuals' Intentions to Purchase Family Takaful Mediating Role of Perceived Trust", *Asia Pacific Journal of Marketing and Logistics*, Vol. 31, No. 1, pp. 81-104. [Web of Science].
10. Shahab, A., **Maizaitulaidawati, M. H.** and Nazimah, H. (2017), "Conceptual framework of factors determining intentions towards the adoption of family takaful- An extension of decomposed theory of planned behaviour", *International Journal of Organizational Leadership*, Vol. 6, pp. 385-399. [Web of Science].
11. Shahab, A., **Maizaitulaidawati, M. H.** and Nazimah, H. (2017), "Intention to Family Takaful Adoption: A Review Theory and Empirical Work", *International Journal of Organizational Leadership*, Vol. 6, pp. 373-384. [Web of Science].
12. **Maizaitulaidawati, M. H.** and Asmak, A. R. (2016), "Predicting Intention to Participate in Family Takaful Scheme using Decomposed Theory of Planned Behaviour", *International Journal of Social Economics*, Vol. 43, No. 12, pp. 1351 - 1366. [Scopus]
13. Shahab, A., **Maizaitulaidawati, M. H.**, and Shujahat, H. H. (2016), "Performance of Islamic and Conventional Banks in Pakistan: A Comparative Study", *International Journal of Economics and Financial Issues*, Vol. 6, No. 4, pp. 1383-1391. [Scopus]
14. **Maizaitulaidawati, M. H.**, Noraini, I. and Asmak, A. R. (2016), "The Roles of Mass Media, Word of Mouth and Subjective Norm in Family Takaful Purchase Intention", *Journal of Islamic Marketing*, Vol. 7 No. 1, pp. 59-73. [Scopus]
15. **Maizaitulaidawati, M. H.** and Asmak, A. R. (2016), "Do Muslim intent to participate in Islamic Insurance? Analysis from theory of planned behaviour", *Journal of Islamic Accounting and Business Research*, Vol. 7 No. 1, pp. 42-58.

Book

1. Razali, H., **Maizaitulaidawati, M. H.** and Michael, M. (2020) Banking and Finance. United Kingdom: IntechOpen. [978-1-78984-683-6]
2. **Maizaitulaidawati, M. H.** and Nor, A. M. Z. (2017). Contemporary Issues in Accounting and Finance. Johor Bahru: UTM Press. [ISBN: 978-983-52-1479-0]

Chapter in Book

1. Adi Nuraishah Mohd Radzi and **Maizaitulaidawati Md Husin** (2026), Awareness to Adoption: Leveraging AI for Promoting Insurance Literacy, the United States of America: IGI Global, pp. 167-196
2. **Maizaitulaidawati Md Husin**, Shahab Aziz, Shakeel Sajjad and Jamhuri Talib (2026), Harnessing the Power of Digital Finance: The Malaysian SME Perspective, the United States of America: IGI Global, pp. 433-458
3. **Maizaitulaidawati Md Husin** and Shahab Aziz (2024). Navigating Fintech Disruptions: Safeguarding Data Security in the Digital Era in Safeguarding Financial Data in the Digital Age, the United States of America: IGI Global, pp. 103-120
4. **Maizaitulaidawati Md Husin**, Razali Haron and Shahab Aziz. (2021). Adoption of Financial Technology in Islamic Crowd-Funding: Predicting Small and Medium-Sized Enterprises' Intention to Use the Investment Account Platform in Hershey, Research Anthology on Concepts, Applications, and Challenges of FinTech, The United States of America: IGI Global, pp. 216-238.