

CURRICULUM VITAE

ASSOC. PROF. DR MAIZAITULAI DAWATI MD HUSIN

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Updated on: 3 July 2023

Web of Science h-index: 7

SCOPUS h-index: 9

Google Scholar h-index: 16

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 also possess a solid commitment to team environment dynamics and follow leadership directives at appropriate times.

PERSONAL PARTICULARS

Age	: 37 years	Date of Birth	: 17th November 1986
Nationality	: Malaysian	Gender	: Female
Marital Status	: Married	Religion	: Islam

RESEARCH INTERESTS

Islamic banking and finance, takaful, Islamic economy, Islamic marketing, 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

SKILLS

1. Microsoft Office (Word, Excel, Power Point)
2. Statistical Software (SPSS, SmartPLS, AMOS)

SUMMARY OF ACADEMIC QUALIFICATIONS

- **PHD (ISLAMIC ECONOMY)**
UNIVERSITI MALAYA, *completed: December 2014*
Dissertation: Muslim Intention to Participate into 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

SUMMARY OF PROFESSIONAL QUALIFICATION

- **ISLAMIC FINANCIAL PLANNER®**
ISLAMIC BANKING AND FINANCE INSTITUTE MALAYSIA, *completed: January 2018*

CAREER HISTORY

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

DIRECTOR (BUSINESS ADMINISTRATION), UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 July 2021- 30 June 2024*

- Determining the school's strategic objectives and monitoring progress towards achieving the objectives and policies.
- Develop and oversee every aspect of academic programmes from conception to implementation, including the curriculum, instruction, and assessment programs
- Monitoring and evaluating faculty and staff performance.

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

- Coordinating, organizing and helping to shape the establishment, implementation and further development of a doctoral program.

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

- A comprehensive responsibility for the Innovation and Business Strategy Research Group's activities which includes to strengthen the quality and productivity of the scientific work.

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

- Monitoring the schools, and the wider environments research activities through the collation, analysis and dissemination of research performance data: income, outputs, application and success rates to help inform research plans and activities.
- Promoting the schools research profile.
- Networking with funding agencies and research stakeholders to promote inter-departmental, interdisciplinary and regional research collaborations.

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

- Planning for future development in line with strategic business objectives
- Ensuring the building meets health and safety requirements
- Managing and leading change to ensure minimum disruption to core activities

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

- Manage information technology and computer systems
- Ensure technology is accessible and equipped with current hardware and software
- Monitor and maintain technology to ensure maximum access

RESEARCH/INDUSTRIAL ATTACHMENT

- **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*

ACADEMIC HONORS AND AWARDS

1. Award of Excellence, Azman Hashim International Business School, 2018, 2019, 2020, 2021, 2022
2. Best Book Chapter Publication Award, Azman Hashim International Business School, 2018, 2022
3. Best Consultation Award, Azman Hashim International Business School, 2018
4. Best Non-Indexed Publication Award, Azman Hashim International Business School, 2018
5. Award of Excellence, Universiti Teknologi Malaysia, 2014, 2017
6. Consultancy Award, Azman Hashim International Business School, 2015
7. Gold Medal poster presentation, Universiti Malaya, 2014
8. 2nd place Three Minute Thesis Competition, Universiti Malaya, 2014
9. Winner Three Minute Thesis Competition, Universiti Malaya, 2013
10. Best Paper Award for presentation in Multimedia University Doctoral Research Colloquium 2012, Multimedia University, 2012
11. Scholarship from Universiti Teknologi Malaysia and Jabatan Perkhidmatan Awam to pursue PhD study at University of Malaya, August 2011 – August 2014

LANGUAGES

Language	Spoken	Written
Bahasa Malaysia	Excellent	Excellent
English	Excellent	Excellent

EDITORIAL BOARD MEMBER/ COMMITTEE

1. Co-chief Editor of International Journal of Innovation and Business Strategy from May 2017 till April 2020.
2. Editorial Review Board Member of Amity Journal of Finance since July 2016.

COURSES TAUGHT

<u>Undergraduate Students</u>	<u>Adult learners</u>	<u>Postgraduate Students</u>
<ol style="list-style-type: none">1. Principles of Management2. Introduction to Business3. Principles of Economics4. Introduction to Finance5. Business Mathematics6. Principles of Marketing7. Entrepreneurship and Enterprise Development	<ol style="list-style-type: none">1. Business Mathematics using Excel2. Introductory Microeconomics3. Principles of Macroeconomics4. Introductory Accounting5. Principles of Microeconomics6. Business Mathematics7. Management Accounting I8. Fundamental of Shariah for Islamic Finance9. Investment Portfolio Management	<ol style="list-style-type: none">1. Financial Management and Corporate Governance2. Takaful and Retakaful3. Islamic Financial System4. Islamic Banking Products and Services5. Islamic Marketing6. Business Research

ACADEMIC ACTIVITIES AND ACHIEVEMENTS

Secured more than 13 research grants	More than 60 research and book publications	Presented more than 35 conference papers
Secured not less than 6 consultancy projects	Supervised more than 27 PhD, DBA and master students	Examined more than 50 graduate projects

SELECTED EXPERIENCE

1. Reviewer for MSc Finance, Financial Analysis and Management Studies, Muscat University, 2022
2. Auditor for Master in Islamic Studies Program, UTM Faculty of Social Sciences and Humanities, 2022
3. Trainer for Syllabus Development for Diploma in Islamic Banking and Finance, MARA Bandar Melaka Professional College, 2022
4. Examiner for Master in Marketing Thesis, Qatar University, 2016
5. Auditor for Diploma in Technology Management, UTM Diploma Study Program, 2010-2014

KEYNOTE/INVITED SPEAKER

1. Training The Trainer for Fundamental of Finance Technology and Application course at Poly-Tech MARA college, 13-14 April 2022
2. Challenges In Conducting An Academic Research at CALWASS, 7 May 2021
3. How to Write Article for Scopus Journal at Universiti Malaya, 12 December 2020
4. ERASMUS CBHE Sharing session at Asia Technological University Network, at Universiti Teknologi Malaysia, 28 September 2020
5. Book Chapter Publication Workshop at Universiti Teknologi Malaysia, 10 August 2020
6. Tips and Tricks for Addressing Journal Reviewers' Comments at Universiti Teknologi Malaysia, 31 May 2020
7. Entrepreneurial Finance and e-commerce and business at University of Business and Technology, Saudi Arabia, 20-26 February 2020
8. Maximizing Research Impact and Sustaining Community-University Partnership at Universitas Gadjah Mada, 4 September 2019
9. Effective Proposal Writing Workshop at Uniten, Sultan Haji Ahmad Shah Campus, 4 July 2018
10. Improving Faculty Member's Capacity for International Publication at Universitas Islam Indonesia, 27 November 2017
11. Writing for Excellent: A Workshop on How to Write Your Final Year Project at Uniten, Sultan Haji Ahmad Shah Campus, 20 August 2016

EXPERTISE

1. Auditor for Master of Islamic Studies at Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia

SELECTED CONSULTANCIES PROJECT

1. Project leader, Executive Study and Tour Program with Chandaria School of Business, United States International University Africa, Kenya for 3 consecutive years, 3 till 7 July 2017, 16 till 20 July 2018 and 21 – 27 July 2019.
2. Project leader, Global Internship Program with Eurasian National University, Kazakhstan for 2 consecutive years, 9 till 22 November 2015 and 26 January till 3 February 2016.
3. Project member, Global Star Rating Project for United Arab Emirates Prime Minister Office, 15 November 2012-15 February 2017.

SELECTED RESEARCH GRANTS

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)
5. Development and Purchase Intention of Family Takaful Product among Muslims Society in Klang Valley, Universiti Malaya - Postgraduate Research Fund (PPP), Asmak Ab Rahman and **Maizaitulaidawati Md Husin**, (1 June 2012 – 31 May 2013)

SELECTED PUBLICATIONS

Journal Articles

1. 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*, VVol. 13 No. 11, pp. 2378-2402 [Web of Science]
2. **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]
3. **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]
4. **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]
5. 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]

6. 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]
7. 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].
8. 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].
9. 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].
10. **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]
11. 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]
12. **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]
13. **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.
14. **Maizaitulaidawati, M. H.**, Noraini, I. and Nasihah, R. (2015), "The Effects of Compatibility, Social Influence, and Awareness in the Adoption of Takaful", *International Journal of Management and Applied Science*, Vol. 1 No. 5, pp. 30-33.
15. **Maizaitulaidawati, M. H.** and Asmak, A. R. (2013), "What drives consumers to participate in family takaful schemes? A literature review", *Journal of Islamic Marketing*, Vol. 4 No. 3, pp. 264-280. [Scopus]
16. **Maizaitulaidawati, M. H.** and Asmak, A. R. (2013), "A review of intention-behaviour theories: how useful are these for measuring consumer intention to participate in family takaful", *Insurance and Takaful Journal*, Vol. 1, pp. 37-49.
17. **Maizaitulaidawati, M. H.** and Asmak, A. R. (2013), "The role of brand in the Malaysian takaful industry", *Jurnal Teknologi*, Vol. 63 No. 1, pp. 1-6.

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: UTMPress. [ISBN: 978-983-52-1479-0]
3. Farzana, Q., Jihad, M., **Maizaitulaidawati, M. H.** and Arif, H. (2016). A Handbook of Malaysian Cases: Contemporary Issues in Marketing & Management, Singapore: Partridge Publishing. [e-ISBN: 978-1-4828-8134-9]

Chapter in Book

1. **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.
2. **Maizaitulaidawati, M. H.** and Asmak, A. R. (2014). *Factors Influencing Intention to Participate in Family Takaful Scheme*, in Asmak Ab Rahman, Wan Marhaini Wan Ahmad & Shamsiah Mohamad (eds), Islamic Economics, Banking and Finance: Concepts and Critical Issues, Kuala Lumpur: Pearson, pp. 113-120.

Papers Presented at Conference/Colloquium

1. **Maizaitulaidawati, M. H.**, Razali, H. and Shahab, A., "The Role of Perceived Benefits in Formation of Intention to Use Islamic Crowdfunding Platform Among Small and Medium Enterprises in Malaysia", in International Conference on Business, Management, Technology and Education (ICBMTE 2019), Ancasa Residence, Port Dickson, Malaysia, 23 - 24 March 2019.
2. Yong, W. K. and **Maizaitulaidawati, M. H.**, "Should past experience be ignored? An insight from decomposed theory of planned behaviour", in International Symposium and Exhibition on Business and Accounting 2018 (ISEBA 2018), Universiti Tenaga Nasional Sultan Haji Ahmad Shah Campus, Pahang, 28 - 29 August 2018.
3. Noraini, I., **Maizaitulaidawati, M. H.**, Tariq, B. and Hendy, M. A., "Islamic Branding in Food Service Industry: Qualitative Study of Sellers' and Consumers' Perceptions ", in International Symposium and Exhibition on Business and Accounting 2018 (ISEBA 2018), Universiti Tenaga Nasional Sultan Haji Ahmad Shah Campus, Pahang, 28 - 29 August 2018.
4. Shahab, A., Shujahat, H. H., **Maizaitulaidawati, M. H.**, "Long-Run and Short-Run Relationship between Macroeconomic Factors and Credit Risk in Pakistani Banking Industry", in 4th International Conference on New Challenges in Management and Business, Dokuz Eylul University, Izmir, Turkey, September 5-6, 2016
5. **Maizaitulaidawati, M. H.**, Asmak, A. R., Adriana, M. R., Suzilawati, K. and Nazimah, H. "The Perception of Muslim on Family Takaful Scheme Participation in Malaysia: A Qualitative Study". In 2016 International Conference on Social Sciences and Humanities (SOSHUM 2016), Kota Kinabalu, Sabah, Malaysia, 19-21 April 2016.
6. **Maizaitulaidawati, M. H.**, Noraini, I. and Farah, S. A., "Financial Literacy: A Study among University Students in Malaysia", in 3rd International Conference on New Directions in Business, Management, Finance and Economics (ICNDBM), Istanbul Aydin University, Istanbul, Turkey, November 6, 2015.

7. **Maizaitulaidawati, M. H.** , Noraini, I. and Nasihah, R., "The Effects of Compatibility, Social Influence, and Awareness in the Adoption of Takaful", in International Conference on Technology, Science, Social Sciences, and Humanities (ICTeSSHI), Convenience Grand Hotel, Bangkok, Thailand, April 4-5, 2015.
8. **Maizaitulaidawati, M. H.** and Asmak, A. R., "Extending the Decomposed Theory of Planned Behavior in Family Takaful Domain: A Study of Muslim Consumer Behaviour in Malaysia", in 1st National Postgraduate Colloquium on Business, Management & Law Domains, Faculty of Management Multimedia University, Jun 26-27, 2013.
9. **Maizaitulaidawati, M. H.** and Asmak, A. R., "Branding and Marketing as A Competitive Strategy to Create Awareness and Enhance Demand for Takaful Products and Services" in proceeding of 2nd International Conference on Islamic Marketing and Branding (ICIMB), Brunel University, London, November 20-21, 2012.
10. **Maizaitulaidawati, M. H.** and Asmak, A. R., "A Modified Model of Decomposed Theory of Planned Behaviour in Predicting Intention to Participate Family Takaful Scheme" in proceeding of 2nd International Conference on Accounting, Business and Economics (ICABEC 2012), M.S. Garden Hotel, Kuantan, Malaysia, November 10-11, 2012.
11. **Maizaitulaidawati, M. H.** and Asmak, A. R., "Relationship of attitude, subjective norm, perceived behavioural control and behavioural intention to participate in family takaful scheme among Muslim in Malaysia", in 9th International Postgraduate Research Colloquium, International Islamic University Malaysia, October 4-5, 2012.
12. **Maizaitulaidawati, M. H.** and Asmak, A. R., "Purchase Intention of Family Takaful Business among Muslims in Malaysia", in Multimedia University Doctoral Research Colloquium 2012, Putrajaya Marriott Hotel, July 3-4, 2012. ****Best Paper Award****