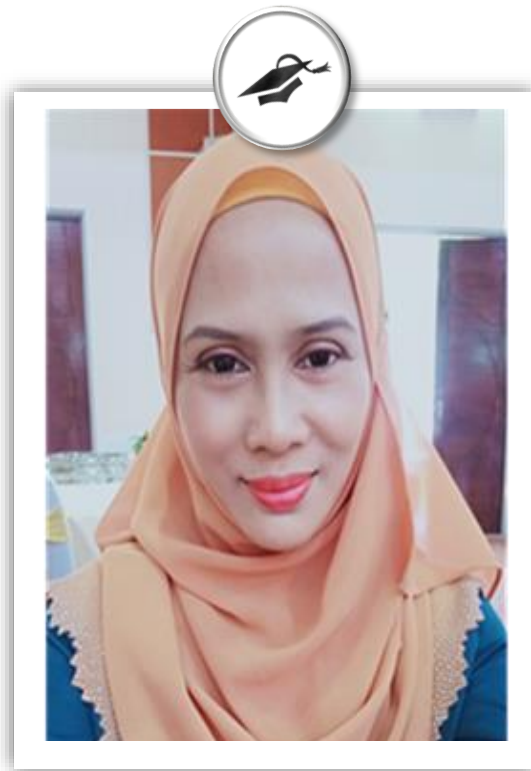


CURRICULUM VITAE

(Years of service, 2008 – 2022)



SUHAILY BINTI MD SHAMSUDIN

Lecturer

**Department of Economics and Management
Faculty of Management and Muamalah (FPM)
Kolej Universiti Islam Antarabangsa Selangor (KUIS)
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ACADEMIC QUALIFICATIONS



Universiti Teknologi MARA (UiTM) Masters of Business Administration (MBA).	2004
Universiti Teknologi MARA (UiTM) Bachelor of Business Administration (BBA) (HONS) (Insurance).	1997
Universiti Teknologi MARA (UiTM) Diploma in Business Studies (Insurance).	1995

WORK EXPERIENCES

November 2008 to present:

Lecturer, Kolej Universiti Islam Antarabangsa Selangor (KUIS).

July 2008 to July 2009

Part-time lecturer, Universiti Putera Malaysia (UPM), Serdang, Selangor.

September 2005 to June 2008

Contract Lecturer, Universiti Putera Malaysia (UPM), Serdang, Selangor.

September 1998 to June 2003

Senior Executive, Hwang DBS Securities Berhad, Shah Alam and Subang Jaya branches.

May 1997 to August 1998

Executive, Omega Securities Sdn Bhd, Shah Alam.

December 1996 to April 1997

Junior Executive, Malaysian British Assurance Berhad, Klang.

May 1995 to November 1996

Industrial trainee, Malaysian British Assurance Berhad, Klang.



POSITIONS IN ADMINISTRATION

- Project Paper Coordinator, Faculty of Management and Muamalah, KUIS
June 2009 - June 2014.

AWARDS / ACKNOWLEDGEMENTS / APPOINTMENTS (NATIONAL & INTERNATIONAL LEVEL AND KUIS)

- Khidmat Setia, KUIS (2018)

EXPERTISE AND CONSULTATION

INTERNATIONAL LEVEL (1)

No.	Committee Name	Period	Status	Status
1	2 nd International Conference on Economics and Banking (ICEB 2016)- Faculty of Management and Muamalah, KUIS	2016		Committee Member

NATIONAL LEVEL (3)

No.	Committee Name	Period	Status	Status
1	Program Sarjana Muda Halal, Fakulti Pengurusan dan Muamalah, KUIS	2017		Committee Member
2.	Perbincangan Sidang Meja Bulat Bersama Pakar-pakar Penyelidikan Kefahaman Solat dalam Kalangan Remaja Muslim di Selangor	2016		Invited Panel
3.	Program UNIKL Olympiad 2016, UNIKL – ‘Creative Development Presentation’	2016		Invited Judges

KUIS (12)

No.	Position	Agencies
1.	Member: Secretariat Project Paper FPM, 2022	KUIS
2.	Committee member: Biro Kebajikan dan Keceriaan FPM, 2017-present	KUIS
3.	Volleyball coach KUIS 2016 – MASISWA Volleyball Championship 2018 di UNITAR, Kuala Lumpur.	KUIS
4.	Advisor: Persatuan Mahasiswa Islam Zon Selatan KUIS (PRISMA)	KUIS
5.	Advisor: Program Bantuan Anak-anak Yatim & Asnaf As Solihin, Banting.	KUIS
6.	Panel member: Penaksir Kertas Soalan Peperiksaan Akhir, FPM	KUIS
7.	Committee member: Peperiksaan dan Pengijazahan di Bawah Jawatankuasa Akademik dan Penyelidikan, FPM.	KUIS
8.	Committee member: Alumni Secretariat, Jawatankuasa Pembangunan Mahasiswa dan Alumni, FPM (2017-2019).	KUIS
9.	Committee member: Penggubalan Kurikulum Ijazah Sarjana Muda Pengurusan Industri Halal (Kepujian) – 2014	KUIS
10.	Advisor: Rakan Muda KUIS (SRM) secretariat, 2014	KUIS
11.	Member: PIBG Program Pendidikan Khas Integrasi Sekolah Menengah Bandar Seri Putera, Kajang, Selangor.	SMBSP
12.	Supervisor and assessor: Kursus Latihan Ilmiah Pelajar Ijazah Sarjana Muda	KUIS

TEACHING AND SUPERVISION**TEACHING COURSES (11)**

1. MBPM 1013 : Management
2. MBBC 3063 : Strategic Management
3. MBBC 3033 : Entrepreneurship
4. MBBC 2023 : Marketing Management
5. BMFQ 6003 : Property and Pecuniary Insurance
6. BMFW 7003 : Claims Management
7. BMHB 2103 : Business Communication
8. DMBK 5003 : Fundamental of Marketing
9. DMUR 4003 : Pengurusan Peruncitan
10. MMAM 6043 : Marketing Management – MBA
11. MGMS 3033 : Strategic Management - MBA

LIST OF TEACHING COURSES BY SEMESTER

SEMESTER	COURSES	LEVEL
Sem 2 2021/2022	MBPM 1013 <i>Management</i>	Degree
	MBBC 3063 <i>Strategic Management</i>	Degree
	MMAM 6043 <i>Marketing Management</i>	Masters
Sem 1 2021/2022	MBPM 1013 <i>Management</i>	Degree
	MBBC 3063 <i>Strategic Management</i>	Degree
Sem 2 2020/2021	MBBC 3033 <i>Entrepreneurship</i>	Degree
	MBBC 3063 <i>Strategic Management</i>	Degree
	MMAM 6043 <i>Marketing Management</i>	Masters
Sem 2 2016/2017	MBBC 3033 <i>Entrepreneurship</i>	Degree
	MBBC 2023 <i>Marketing Management</i>	Degree
Sem 1 2016/2017	MBBC 3033 <i>Entrepreneurship</i>	Degree
	MBBC 2023 <i>Marketing Management</i>	Degree
	MMAM 6043 <i>Marketing Management</i>	Masters
Sem 2 2015/2016	MBBC 3033 <i>Entrepreneurship</i>	Degree
	BMBG 6003/6103 <i>Strategic Management</i>	Degree
	MGMM 1303 <i>Marketing Management</i>	Masters

Sem 1 2015/2016	MBBC 3033 <i>Entrepreneurship</i>	Degree
	BMBG 6003/6103 <i>Strategic Management</i>	Degree
Sem 2 2014/2015	MGMM 1303 <i>Marketing Management</i>	Masters
	BMBE 5003 <i>Entrepreneurship</i>	Degree
	BMBG 6003/6103 <i>Strategic Management</i>	Degree
Sem 1 2014/2015	MGMM 1303 <i>Marketing Management</i>	Masters
	BMBE 5003 <i>Entrepreneurship</i>	Degree
	BMBG 6003/6103 <i>Strategic Management</i>	Degree
	BMFQ 6003 <i>Property and Pecuniary Insurance</i>	Degree
Sem 2 2013/2014	BMHB 2103 <i>Business Communication</i>	Degree
	BMBE 5003 <i>Entrepreneurship</i>	Degree
	BMFQ 6003 <i>Property and Pecuniary Insurance</i>	Degree
	BMBG 6003/6103 <i>Strategic Management</i>	Degree
Sem 1 2013/2014	MGMM 1303 <i>Marketing Management</i>	Masters
	BMBE 5003 <i>Entrepreneurship</i>	Degree
	DMBK 5003 <i>Fundamental of Management</i>	Diploma
	DMUR 4003 <i>Pengurusan Peruncitan</i>	Diploma

Sem 2 2012/2013	BMFW <i>Claim Management</i>	Degree
	BMBM 3033/ 3013 <i>Management</i>	Degree
	DMUR 4003 <i>Pengurusan Peruncitan</i>	Diploma
	DMBK 5003 <i>Fundamental of Management</i>	Diploma
Sem 1 2012/2013	MGMS 3033 <i>Strategic Management</i>	Masters
	BMFW <i>Claim Management</i>	Degree
	BMBM 3033/ 3013 <i>Management</i>	Degree
	DMBK 5003 <i>Fundamental of Management</i>	Diploma

INDUSTRIAL TRAINING OR PRACTICUM SUPERVISION

List of Industrial Training or Practicum Students (29 students)

No.	Name of student	Programme (Field of Studies)	Year of graduation
1	Ili Nadiah Binti Seh Nilamuddin 18BB01021	Ijazah Sarjana Muda Pentadbiran Perniagaan dengan E-Dagang (Kepujian)	2022
2	Nik Nur Aisyah Binti Suhaimi 18BB01026	Ijazah Sarjana Muda Pentadbiran Perniagaan dengan E-Dagang (Kepujian)	2022
3	Muhamad Ikmal B Firdaus 1932032	Diploma Pengurusan Perniagaan	2022
4	Nik Fakhrol Aiman Bin Nik Nasrul Fadzir Abdulah 1932021	Diploma Pengurusan Perniagaan	2022
5	Nurul Sofia Syaira Bt Jamel 1834023	Diploma Pengurusan Sumber Manusia	2021

6	Nurul Syafiza Binti Suhaimi 1834048	Diploma Pengurusan Sumber Manusia	2021
7	Nurul Liyana Nazihah Bt Mohd Taim 1834049	Diploma Pengurusan Sumber Manusia	2021
8	Mohd Ezannie Daniel Bin Mohd Ramli 17BB01041	Ijazah Sarjana Muda Pentadbiran Perniagaan dengan E-Dagang (Kepujian)	2021
9	Umar Al-Faruqi Bin Ridza 17BB05025	Ijazah Sarjana Muda Kewangan Islam (Perbankan) (Kepujian)	2021
10	Intan Shafinaz Binti Mohammed Kamal 1732012	Diploma Pengurusan Perniagaan	2021
11	Nurin Alifah Ilyana Binti Mohd Norsikin 1832056	Diploma Pengurusan Perniagaan	2021
12	Nurul Hartini Binti Taharuddin 1431007	Diploma Perakaunan	2017
13	Nur Syahira Binti Bakry 1434129	Diploma Pengurusan Sumber Manusia	2017
14	Amalina Bt Mat Saad 1433113	Diploma Perbankan Islam	2017
15	Wan Nor Aryani Binti W Mohd Nor 1433112	Diploma Perbankan Islam	2017
16	Norsarniza Binti Sarkawi 14BB02017	Ijazah Sarjana Muda Pengurusan Sumber Insan (Kepujian)	2017
17	Nurfadliana Mohd Rashid 13BB04029	Ijazah Sarjana Muda Perakaunan (Kepujian)	2016
18	Nor Najihah Fauzi 13BB05087	Ijazah Sarjana Muda Kewangan Islam (Perbankan) (Kepujian)	2016
19	Norismawaty Ahmad 12BB05073	Ijazah Sarjana Muda Kewangan Islam (Perbankan) (Kepujian)	2016
20	Nor Hidayah Bt. Mohd. Amin 12BB02014	Ijazah Sarjana Muda Pengurusan Sumber Insan (Kepujian)	2016
21	Norhidayu Bt. Wan Chek 13BB05061	Ijazah Sarjana Muda Kewangan Islam (Perbankan) (Kepujian)	2016
22	Nur Amalina Bt. Mohd. Fauzi 13BB01009	Ijazah Sarjana Muda Pentadbiran Perniagaan dengan E-Dagang (Kepujian)	2016
23	Nurul Husna Bt. Mohd. Zaki 1233002	Diploma Perbankan Islam	2015

24	Muhd. Saiful Bahri B. Ariff Shah 1233022	Diploma Perbankan Islam	2015
25	Noor Fadillah Bt. Mohd. Omar 1233017	Diploma Perbankan Islam	2015
26	Nur Athirah Bt. Mohd. Zamri 1233001	Diploma Perbankan Islam	2015
27	Muhd. Firdaus B. Mohd. Nasir 1233005	Diploma Perbankan Islam	2015
28	Nur Hafizah Bt. Md. Dali 12bb02043	Ijazah Sarjana Muda Pengurusan Sumber Insan (Kepujian)	2015
29	Fadhila Farhana Bt. Nordin 12bb02015	Ijazah Sarjana Muda Pengurusan Sumber Insan (Kepujian)	2015

List of Undergraduate Students Thesis Supervision (14 students)

No.	Name of student	Title of thesis	Progress
1	Noor Halimah Binti Mohd Saleh 18BB02061	Kajian Terhadap Hubungan Kepuasan Pelajar Dan Kualiti Perkhidmatan Di Kafetaria, Kolej Universiti Islam Antarabangsa Selangor (KUIS)	Completed 2022
2	Mohd Khairi Bin Mohd Yusoff 14BB02055	Peranan Sumber Manusia Dalam Meningkatkan Motivasi Pekerja Di Bahagian Pemasaran Di Kilang Sony EMCS (Malaysia) Bangi	Completed 2018
3	Maizatul Shahiza Binti Meor Zul Hassan 14BB02073	Faktor-Faktor Yang Mempengaruhi Pelajar Tahun Akhir Mempromosikan Kolej Universiti Islam Antarabangsa Selangor	Completed 2018
4	Siti Zahirah Binti Ab Manaf 13BB02043	Adaptasi 4p Dalam Mengkaji Kepuasan Pelajar Terhadap Pembelian Barangan Atas Talian Di Kolej Universiti Islam Antarabangsa Selangor (KUIS)	Completed 2017
5	Noor Asmanira Binti Mohamad 13BB02047	Pengaruh Campuran Pemasaran Terhadap Keputusan Pembelian Rumah Dalam Kalangan Belia Bependapatan Sederhana Di Seksyen 7, Bangi Selangor Darul Ehsan	Completed 2017
6	Siti Mazni Binti Marzuki 13BB02046	Faktor-Faktor Yang Mempengaruhi Prestasi Kerja Dalam Kalangan	Completed 2017

		Pekerja Di Bahagian Pentadbiran Kolej Universiti Islam Antarabangsa Selangor	
7	Nur Shafika Binti Mohd Fauzi 13BB01053	Penglibatan Golongan Usahawan Dewasa Pertengahan Dalam Industri Kecil Dan Sederhana (IKS): Satu Kajian Kes Di Banting, Selangor	Completed 2017
8	Hanani Binti Lotfe 13BB01010	Keputusan Mahasiswa Dalam Memilih KUIS Berdasarkan Pemboleh Ubah Pemasaran 7p	Completed 2016
9	Nur Amalina Bt Mohd Fauzi 13BB01009	The Relationship Between The 4ps And Consumer Choice: A Case Study At Mitsui Outlet Park	Completed 2016
10	Fadhila Farhana Nordin 12BB02015	Kajian Terhadap Faktor-Faktor Ketagihan Internet Dalam Kalangan Pelajar Di KUIS	Completed 2015
11	Ashraf Bin Rusni 11BB01020	Factors That Influence Youth At liucs To Participate In Volunteerism Programs	Completed 2014
12	Ahmad Sauffi Al-Mubarak Azman 10BB01007	Faktor2 Yang Mempengaruhi Pemilihan Makanan Halal Dalam Kalangan Pengguna Muslim Di Hentian Rehat Dan Rawat (R&R)	Completed 2013
13	Nurul Akmar Huridi 10BB01028	Faktor-Faktor Yang Mempengaruhi Pemilihan Pakaian Muslimah Dalam Kalangan Remaja Perempuan	Completed 2013
14	Atiqah Binti Mohamad Sani 09BB01014	Penglibatan Graduan Ijazah Sarjana Muda Pentadbiran Perniagaan Dan E-Dagang Dalam Memilih Usahawan Sebagai Profesion	Completed 2011

RESEARCH (20)

List of Research Activities

1	Chief Researcher	1
2	PHD Research	1
Total		2

Joint Research/Research that has been/is being conducted

Chief Researcher (1)

No.	Research Title	Year/Period	Research fund
1	Kajian Pemahaman Solat dalam Kalangan Remaja di Selangor. Suhaily binti Md Shamsudin, Suhaila binti Nadzri, Siti Syuhada binti Abd Rahman, Azri Rizal bin Md Razali, Ahmad A`Toa` bin Mokhtar. Geran Penyelidikan Inovatif KUIS - 2016/P/GPIK/GPI-007 (GPIK)	2016 to 2017	RM 7800
TOTAL			RM 7800

PHD Research (1)

No.	Research Title	Status
1	Peranan Strategi Pemasaran Islam (8ps), Kepuasan Pelajar Dan Rasa Kepunyaan Sebagai Tarikan Bakal Alumni Ipts Islam Menyumbang Filantropi Islam. Suhaily Binti Md Shamsudin,	Final Chapters.

RESEARCH WRITING AND PUBLICATIONS (131)

List of Publications

No.	Item	Number
1	Book Author	1
2	Research Monograph	1
3	Book Chapters	1
4	Book Editors	1
5	Journals	5
6	Proceedings	11
7	Research Posters	1
Total		21

BOOK AUTHORS (1)

1. Modul Kursus Entrepreneurship.(2018).

RESEARCH REPORTS/MONOGRAPHS (1)

1. **Kajian Pemahaman Solat dalam Kalangan Remaja di Selangor.** Suhaily binti Md Shamsudin, Suhaila binti Nadzri, Siti Syuhada binti Abd Rahman, Azri Rizal bin Md Razali, Ahmad A`Toa` bin Mokhtar. Geran Penyelidikan Inovatif KUIS - 2016/P/GPIK/GPI-007 (GPIK)

BOOK CHAPTERS (1)

1. Siti Syuhada binti Abd Rahman, **Suhaily binti Md Shamsudin.** Flexible Work Arrangement: The Use of Self Control Concept in Managing Work-Family Conflict. Dalam buku 'Islamic Perspective on Management: Contemporary Issues'. Mukasurat 25-37 keluaran YaPEIM.

BOOK EDITORS (1)

1. Panduan Penulisan Ilmiah Gaya KUIS (2019)

JOURNALS (5)

JOURNAL – MAIN AUTHOR (3)

1. **Suhaily Md Shamsudin** dan Siti Syuhada Abdul Rahman. Peranan dan Cabaran Guru Sebagai Pembentuk Modal Insan Cemerlang. E journal of Management and Muamalah, FPM, KUIS, 2012. Website rasmi Perpustakaan KUIS.

2. **Suhaily binti Md Shamsudin**, Haliyana binti Tonot and, Hazelena Dewi binti Fatahul Ariffin. The Perceptions of Competencies between Employer and Graduate on Transferable Skills in Kolej Universiti Islam Antarabangsa Selangor (KUIS). E journal of Management and Muamalah, FPM, KUIS, 2012. Website rasmi Perpustakaan KUIS.
3. **Suhaily binti Md Shamsudin**, Siti Syuhada binti Abd Rahman. Public Awareness on the Characteristics of Children with Autism in Selangor. e-Jurnal Pendidikan (EDU Journal). Volume (4) Issue (1) – Jun 2017.

JOURNAL – CO-AUTHOR (2)

1. Suhaila binti Nadzri, **Suhaily binti Md Shamsudin**, Muhammad Firdaus bin Muhammaf Sabri. Faktor-Faktor Penyumbang Kepada Kejayaan dan Kegagalan Perusahaan Kecil dan Sederhana (PKS) Bumiputera di Malaysia. e-jurnal, Conference on Management and Muamalah(CoMM), Fakulti Pengurusan dan Muamalah (FPM), Kolej Universiti Islam Antarabangsa Selangor (KUIS). E-ISBN: 978-983-3048-92-2.
2. Siti Syuhada binti Abd Rahman, **Suhaily binti Md Shamsudin**. Self-Control and Academic Performance: Islamic Perspectives. e-Jurnal Pendidikan (EDU Journal). Volume (4) Issue (1) – Jun 2017.

PROCEEDINGS (11)

1. Suhaila binti Nadzri, **Suhaily binti Md Shamsudin**, Siti Syuhada binti Abd Rahman, Azri Rizal bin Md Razali, Ahmad A`Toa` bin Mokhtar. Pendidikan Awal Solat Dalam Kalangan Remaja Di Negeri Selangor. Proceeding of the 5th International Conference on Management and Muamalah 2018 (ICoMM 2018). e-ISBN: 978-967-0850-XX-X.
2. **Suhaily Md Shamsudin**, Suhaila Nadzri, Muhammad Firdaus Muhammad Sabri, The Relationship Between Social Networking Sites (SNSs) and Students' Soft Skills Development. e-proceeding, Conference on Management and Muamalah(CoMM), Fakulti Pengurusan dan Muamalah (FPM), Kolej Universiti Islam Antarabangsa Selangor (KUIS). E-ISBN: 978-983-3048-92-2.
3. Nor Rosmawati Abdul Karim, Siti Syuhada Abd Rahman, **Suhaily Md Shamsudin**. The Influence of Managers' Power on Their Leadership Styles in Organization. e-proceeding, Conference on Management and Muamalah(CoMM), Fakulti Pengurusan dan Muamalah (FPM), Kolej Universiti Islam Antarabangsa Selangor (KUIS), 2014. E-ISBN: 978-983-3048-92-2.
4. Siti Syuhada Binti Abd Rahman, **Suhaily Md Shamsudin**, Nor Rosmawati Binti Abdul Karim. Motivation of Employees in Small-Medium Food Manufacturing Enterprise (SMEs). e-proceeding, International Conference on Social Science Research (ICSSR), 2014. E-ISBN 978-967-11768-7-0.

5. **Suhaily Md Shamsudin** dan Siti Syuhada Abd Rahman. A Preliminary Study: Awareness, Knowledge and Attitude of People Towards Children With Autism. e-proceeding, International Conference on Social Science Research (ICSSR), 2014. e-ISBN:978-967-11768-7-0.
6. Siti Syuhada Abd Rahman, **Suhaily Md Shamsudin**. Penilaian Persepsi Pelajar Antarabangsa Terhadap Amalan Integritti Professional Dalam Kalangan Pelajar Tempatan : Kajian Interaksi Antarabudaya. Prosiding 1st International Conference on Management and Muamalah. 2015.
7. **Suhaily Md Shamsudin**, Siti Syuhada Abd Rahman. The Differences Between Islamic Marketing and Conventional Marketing: A Review of the Literature. Prosiding 1st International Conference on Management and Muamalah. 2015.
8. Siti Syuhada Abd Rahman, Siti Nurizan Mohd Husin, **Suhaily Md Shamsudin**, Nor Rosmawati Abdul Karim. Peranan 4P Sebagai Tarikan Pelanggan ke Pasaraya. Prosiding 2nd International Conference on Management and Muamalah, 2015. e-ISBN: 978-967-0850-25-2.
9. **Suhaily Md Shamsudin** and Siti Syuhada Abdul Rahman. Parents Awareness On The Contents Of Japanese Animation (Anime) Watched By Children In Malaysian Television Channels. Proceeding of World Conference On Integration Of Knowledge (WCIK2013). e-ISBN 978-967-11768-X-X.
10. Siti Syuhada binti Abd Rahman, **Suhaily binti Md Shamsudin**, Work-Life Integration of Employed Women of Children with Special Needs. Proceeding of International Conference on Technology Management, Business and Entrepreneurship (ICTMBE 2012).
11. **Suhaily binti Md Shamsudin**, Siti Syuhada binti Abd Rahman. Pembangunan Modal Insan Cemerlang: Peranan Guru dan Tekanan Kerja. Proceeding of 2nd International Conference on Islamic Education 2011 (ICIEd2011).

RESEARCH POSTERS (1)

1. **Suhaily binti Md Shamsudin**, Suhaila binti Nadzri, Siti Syuhada binti Abd Rahman, Azri Rizal bin Md Razali, Ahmad A`Toa` bin Mokhtar. Kefahaman Dan Amalan Solat Dalam Kalangan Remaja Muslim Di Selangor: Analisis Kualitatif. International Research Management & Innovation Conference Kuis (IRMIC 2017).

LIST OF INTERNATIONAL AND NATIONAL SEMINAR PRESENTATIONS

(14)

1. **Suhaily binti Md Shamsudin.** A Review: The Mediating Role of Satisfaction in the Relationship between Marketing Mix and Customer Behavioral Intentions. **4th International Research Management & Innovation Conference (4th IRMIC 2017)**
2. **Suhaily binti Md Shamsudin, Suhaila binti Nadzri, Siti Syuhada binti Abd Rahman.** Kefahaman dan Pelaksanaan Solat dalam Kalangan Remaja Muslim di Selangor. **4th International Research Management & Innovation Conference (4th IRMIC 2017)**
3. **Suhaily binti Md Shamsudin.** Tinjauan Literasi Kajian Kefahaman Solat dalam Kalangan Remaja Muslim di Selangor. **3rd International Research Management and Innovation Conference (3rd IRMIC 2016).**
4. **Suhaily binti Md Shamsudin.** Preliminary Insights on the Role of Satisfaction in the Relationship between Marketing Mix and Customer Behavioral Intentions. **6th International Conference on Global Business & Social Entrepreneurship (ICoGBSE 2016), Kota Baharu, Kelantan.**
5. **Suhaily binti Md Shamsudin.** Preliminary Insights on the Influence of 7Ps and Satisfaction on Cash Waqf Participation among Students in Private Higher Education Institutions. **Seminar Antarabangsa Masjid, Zakat & Wakaf (Imaf 2016), Masjid Sultan Salahuddin Abdul Aziz Shah, Shah Alam.**
6. **Suhaily binti Md Shamsudin, Siti Syuhada Abd Rahman.** Preliminary Insights on the Impact of Islamic Marketing Mix on Customer Satisfaction in Service Industry, **International Conference on Postgraduate Research (ICPR 2015), 1-2 Desember 2015**
7. **Suhaily binti Md Shamsudin.** The Effect Of Marketing Mix Strategies On Competitiveness In Service Industry: A Literature Review From Islamic Perspectives. **Seminar Antara Universiti Pengajian Lulusan Ijazah (SAPLI 2015).**
8. **Suhaily binti Md Shamsudin, Siti Syuhada binti Abd Rahman.** The Differences Between Islamic Marketing and Conventional Marketing: A Review of the Literature. **1st International Conference on Management and Muamalah (iCOMM 2015).**
9. **Suhaily binti Md Shamsudin, Suhaila binti Nadzri, Muhammad Firdaus bin Muhammad Sabri.** The Relationship Between Social Networking Sites (SNSs) and Students' Soft Skills Development. **1st Conference on Management and Muamalah (iCOMM 2014), Fakulti Pengurusan dan Muamalah, KUIS. 26-27 Mei 2014.**
10. **Suhaily Md Shamsudin, Siti Syuhada Abd Rahman.** A Preliminary Study: Awareness, Knowledge and Attitude of People Towards Children with Autism. **International Conference on Science and Social Research (ICSSR 2014). Kota Kinabalu, Sabah 9-10 Jun 2014.**

11. **Suhaily Md Shamsudin.** Cadangan Silibus ' Halal Marketing'. **30 Oktober 2014. KUIS.**
12. **Suhaily Md Shamsudin** and Siti Syuhada Abdul Rahman. Parents Awareness On The Contents Of Japanese Animation (Anime) Watched By Children In Malaysian Television Channels. **World Conference On Integration Of Knowledge (WCIK2013). Langkawi 25-26 November 2013.**
13. **Suhaily binti Md Shamsudin,** Siti Syuhada binti Abd Rahman. The awareness towards the Impact of Animation Cartoons Television Programs on Children in Malaysia. **International Conference on Technology Management, Business and Entrepreneurship (ICTMBE 2012). 18-19 Disember 2012.**
14. **Suhaily binti Md Shamsudin,** Siti Syuhada binti Abd Rahman. Pembangunan Modal Insan Cemerlang: Peranan Guru dan Tekanan Kerja. **2nd International Conference on Islamic Education 2011 (ICIEd2011) 19-21 Disember 2011.**

REFEREES:

Nama	Jawatan	No. Telefon
Dr. Norziah binti Othman	Dean Dean's Office Faculty of Management and Muamalah Kolej Universiti Islam Antarabangsa Selangor, Bandar Seri Putra, 43650, Kajang Selangor	03-89117171 ext. 3316
Dr Suhaila bin Nadzri	Head of Department Department of Economics and Management Faculty of Management and Muamalah Kolej Universiti Islam Antarabangsa Selangor, Bandar Seri Putra, 43650, Kajang Selangor	03-89117171 Ext. 2207