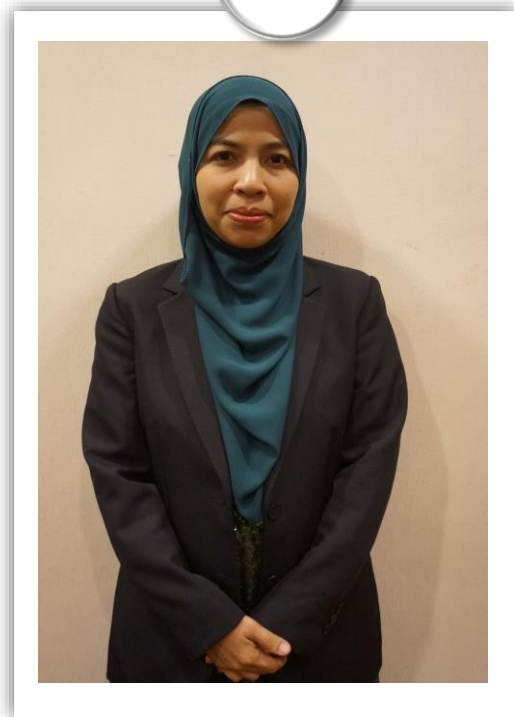


# **CURRICULUM VITAE**

2015 -2022



**JUNAINAH IDRIS**

**LECTURER**

**DEPARTMENT OF ECONOMICS AND MANAGEMENT**

**FACULTY OF MANAGEMENT AND MUAMALAH**

**KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR (KUIS)**

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## JUNAINAH IDRIS



Place of Birth : Lenggong, Perak.

Date of Birth : 08 Jun 1977

Gender : Female

Citizenship : Malaysia

Position : Lecturer



## ACADEMIC BACKGROUND

Universiti Teknologi Mara (UiTM)

**Ijazah Sarjana Pentadbiran Perniagaan (MBA)**

**2013**

Tesis : "The Impact of Excess Inventories to Company's Financial Result: A Case Study of PROTON Holdings Berhad".

Universiti Teknologi Mara (UiTM)

**Ijazah Sarjana Muda Pentadbiran Perniagaan dengan Kepujian** **2001**

Major: Pentadbiran Perniagaan

Minor: Pemasaran

Tesis: "Customer Satisfaction Towards Service Offered by Nitsujaya Sdn Bhd"

## WORK EXPERIENCE

Kolej Universiti Islam Antarabangsa Selangor

**Lecturer**

**2015 - Present**

## POSITIONS IN ADMINISTRATION

Head of Program Bachelors in Business Administration  
with E Commerce

Okt 2018 – Jun 2021

Head of Program Diploma in Business Management

Okt 2018–Jun 2021

Secretary, Journal of Management & Muamalah, FPM, KUIS

Julai 2017 – June 2019

Sponsorship Committee, Kuis

Jan 2017– Dis 2018

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

Anugerah Perkhidmatan Cemerlang, KUIS 2017  
 Anugerah Mentor Terbaik Fakulti Pengurusan dan Muamalah 2017

**EXPERTISE AND CONSULTATION**

**INTERNATIONAL LEVEL (2)**

Bil	Committee Name	Period Status	Status
1.	<b>Webinar Campus, Company, Country Connection , hosted by STIE Sutaatmadja.</b>  <b>Forum: Islamic Community Marketing Strategies during Pandemic: Case study from Indonesia, Malaysia and the United States</b>	<b>2021</b>	<b>Ahli Panel</b>
2.	<b>Webinar Campus, Company, Country Connection , hosted by STIE Sutaatmadja.</b>  <b>Forum: Islamic Community Marketing</b>	<b>2020</b>	<b>Ahli Panel</b>

**NATIONAL LEVEL (0)**

Bil	Committee Name	Period Status	Status
	<b>NONE</b>		

**PROFESSIONAL BODIES**

Bil	Committee Name	Period Status	Status
	<b>NONE</b>		

## TEACHING AND SUPERVISION

### TEACHING COURSES (8)

- 1) MARKETING MANAGEMENT
- 2) ISLAMIC MARKETING
- 3) PRINCIPLES OF PUBLIC RELATIONS
- 4) FUNDAMENTAL OF MARKETING
- 5) MANAGEMENT
- 6) FUNDAMENTAL OF MANAGEMENT
- 7) SMALL BUSINESS MANAGEMENT
- 8) OPERATION MANAGEMENT

### LIST OF TEACHING COURSES BASED ON SEMESTER

No	Course Code	Courses	Academic Level				
			Pasca Siswazah		Pra Siswazah		
			Doktor falsafah	Ijazah Sarjana	Ijazah Sarjana Muda	Diploma	Asasi / Sijil
1	MBBC 2023	MARKETING MANAGEMENT			√		
2	MBBC 4263	ISLAMIC MARKETING			√		
3	MBPM 1013	MANAGEMENT			√		
4	MDBM 3063	PRINCIPLES OF PUBLIC RELATIONS				√	
5	MDPM 1013	FUNDAMENTAL OF MANAGEMENT				√	
6	MDBM 3053	SMALL BUSINESS MANAGEMENT				√	
7	MDBM 2043	OPERATION MANAGEMENT				√	
8	MDBM 2023	FUNDAMENTAL OF MARKETING				√	

## INDUSTRIAL TRAINING OR PRACTICUM SUPERVISION

Bil	Nama	Tajuk
1	NURUL ASYIQIN IZWANI TARMIDI 15BB01034	ANALISA KEBERKESANAN PENGGUNAAN MEDIA SOSIAL DALAM CAMPURAN PEMASARAN DI KALANGAN PENGUSAHA BUTIK SEKITAR BANGI SENTRAL
2	MASTURAH SALLEH 15BB01015	FAKTOR-FAKTOR YANG MENYUMBANG KEPADA KEJAYAAN PERNIAGAAN ATAS TALIAN DI SEKITAR KAWASAN BUKIT MERTAJAM, SEBERANG PERAI TENGAH PULAU PINANG.
4	NOR AMIRUL HAMZI ARSHAD 15BB01016	KEBERKESANAN PEMASARAN CAMPURAN 4C'S TERHADAP STRATEGI PEMASARAN USAHAWAN KECIL DAN SEDERHANA DI MUKIM LENGA
5	MUHAMMAD AISAR JAAFAR 15BB02046	THE EFFECT OF TRAINING ON EMPLOYEES PERFORMANCE AMONG GOLDEN SCREEN CINEMA EMPLOYEES IN PARADIGM MALL PETALING JAYA.
6	NUR FAIZAH MASEHOT 15BB02050	FAKTOR-FAKTOR YANG MEMPENGARUHI TEKANAN KERJA DALAM KALANGAN GURU DI SEKOLAH KIBLAH SELANGOR
	HANIM BASIR	KESEDARAN TEKNOLOGI HIJAU DALAM KALANGAN MAHASISWA
	AINAA NAJWA BINTI HASHIM 15BB02078	FAKTOR-FAKTOR YANG MEMPENGARUHI PENGLIBATAN PEKERJA DI DESATERA SDN BHD, CAWANGAN KUALA LUMPUR.
	AIN ARINA BINTI AHMAD NIZAM 15BB02060	PERSEPSI MAHASISWA KUIS TERHADAP PEMBENTUKAN KEMAHIRAN GENERIK DALAM AKTIVITI BERPERSATUAN
	MUHAMMAD IZZAT HIDAYATULLAH BIN HAMZAH17BB02084	PENGGUNAAN E-WALLET DALAM KALANGAN GENERASI Y
	NUR AMIRA BINTI SHABARUDIN 17BB02002	PENGURUSAN STRES DALAM KALANGAN MAHASISWA
	NUR SYAFIQAH BINTI IBRAHIM 17BB02079	FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN PRODUK MAKANAN SEGERA (FAST FOOD) DIATAS TALIAN DALAM KALANGAN MAHASISWA KUIS
	NURUL SYAFIQAH BINTI MOHD MOKHTAR 18BB02055	FAKTOR-FAKTOR YANG MEMPENGARUHI KEJAYAAN USAHAWAN DALAM TALIAN SEMASA COVID 19.
	NUR ELISSA SHAHIRA BINTI OMAR 18BB02039	PENGAMALAN AKHLAK DALAM PEMBELAJARAN DALAM TALIAN DI KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR (KUIS)
	SITI SARAH BINTI NORDIN 17BB02010	FAKTOR- FAKTOR KEBERKESANAN KERJA BERKUMPULAN DALAM KALANGAN MAHASISWA
	NURUL AZILA BINTI ISMAIL 16BB02097	KESAN JADUAL KERJA DAN SIKAP PEKERJA TERHADAP GANGGUAN KESIHATAN PEKERJA SYIF
	JUWAIIRAH BINTI MOHAMAD 16BB02067	FAKTOR TEKANAN KERJA TERHADAP PRESTASI KERJA GURU
	NURUL HIDAYAH AHMAD IDRIS 18BB02042	PENGARUH FAKTOR SIKAP DAN PERSEKITARAN TERHADAP KECENDERUNGAN KEUSAHAWANAN SOSIAL DALAM KALANGAN MAHASISWA FALKULTI PENGURUSAN DAN MUAMALAH DI KUIS
	KHALEEDA BT. JASMIN (19BB02028)	FAKTOR-FAKTOR YANG MEMPENGARUHI MASALAH DISPLIN DALAM KALANGAN MAHASISWA DI BAWAH FAKULTI PENGURUSAN DAN MUAMALAH : KAJIAN DI KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR (KUIS)

## RESEARCH

No	Research Titles	Duration	Position
1	Aplikasi Pemasaran Cara Rasulullah Dalam Kalangan Usahawan Asnaf LZS	2017	Chief Researcher
2	Diagnosis hubungan Sikap, Pengetahuan dan Persekitaran dengan Keputusan Pembelian Produk Kosmetik Halal	2019	Chief Researcher

### RESEARCH WRITING AND PUBLICATIONS

**Junainah Idris**, Nadzirah Ahmad Fauzi, Muhammad Firdaus Muhammad Sabri, 2021 “Antecedents Of Customer’s Purchasing Decisions On Halal Cosmetics”, 3rd International Halal Management Conference (IHMC 2021) (Publication in progress)

**Junainah Idris**, Nadzirah Ahmad Fauzi, Muhammad Firdaus Muhammad Sabri, 2021, “ Validity And Reliability of Instruments of Knowledge And Attitudes Affecting Decisions to Purchase of Halal Cosmetic Products, 8th International Research Management, and Innovation Conference. (Publication in progress)

**Junainah Idris**, 2021 “Marketing Mix 4Cs: Impact on SMEs marketing Performance”, 8th International Conference on Management and Muamalah

**Junainah Idris** and Siti Syuhada Abd Rahman, 2020 “ Kaedah Pemasaran Islam : Teori Dan Praktikaliti” , 7th International Research Management and Innovation Conference (IRMIC 2020)

**Junainah Idris** and Hanim Basri, 2020 “Pengetahuan Dan Pengamalan Amalan Hijau Dalam Kalangan Mahasiswa”, 7th International Conference on Management and Muamalah (7th ICoMM)

**Junainah Idris**, Nadzirah Ahmad fauzi, Muhammad Firdaus Muhammad Sabri, 2020 “ Faktor-Faktor Mempengaruhi Pengguna Wanita Islam Bekerjaya Dalam Keputusan Pembelian Produk Kosmetik Halal Di Selangor : Kajian Rintis” , 7th International Research Management and Innovation Conference (IRMIC 2020)

Siti Syuhada Abd Rahman and **Junainah Idris**, 2020 “ Hubungan Elemen Religiositi Terhadap Muamalat Pergaulan Usahawan Asnaf”, International Journal of Business and Economy, 78-88, Vol.2, No.1 (2020) ISSN 2682-8359.

**Junainah Idris**, Siti Syuhada Abd Rahman and Azri Rizal Md Razali, 2020 “Pengaruh Pengetahuan Maqasid Syariah Terhadap Muamalat Pergaulan Usahawan Asnaf”, Journal of Management and Muamalah, 3 -17, Vol.10, No.1 (2020).

**Junainah Idris**, Siti Syuhada Abd Rahman and Azri Rizal Md Razali, 2019 “Pengaruh Pengetahuan dan Kefahaman Agama Terhadap Pembentukan Sikap Usahawan Muslim”, Jurnal Penyelidikan dan Inovasi, 148 -164, Vol.6, No.2 (2019).

Siti Syuhada Abd Rahman and **Junainah Idris**, 2019 “ Aplikasi AIDA dalam Pengurusan Wakaf”. Journal of Fatwa Management and Research Vol.18, No.2 2019.

**Junainah Idris** and Siti Syuhada Abd Rahman, 2017 “ AIDA Model, Social Media Marketing and Decision to Patronize Muslim Friendly Hotel”. Journal of Management and Muamalah Vol.7, No.2 Nov 2017.

Siti Syuhada Abd Rahman ,**Junainah Idris** and Azri Rizal Md Razali 6th International Conference on Management and Muamalah 2019 (6th ICoMM 2019): Pengetahuan Maqasid Syariah dalam Kalangan Usahawan Asnaf

**Junainah Idris**, Siti Syuhada Abd Rahman, Azri Rizal Md Razali, “Developing a Mosque Brand to Attract Low Involvement Visitors”, 5th International Conference on Masjid, Zakat, and Waqf (i-MAF 2018).

**Junainah Idris**, Siti Syuhada Abd Rahman, Azri Rizal Md Razali, “Pemasaran Islam dikalangan Usahawan Asnaf”, 5th International Research Management and Innovation Conference 2018.

**Junainah Idris**, Siti Syuhada Abd Rahman, “Analyzing Marketing Macro Environment of Islamic Tourism Industry in Malaysia”, 5th International Conference of Management and Muamalah 2018.

Siti Syuhada Abd Rahman, Muhammad Firdaus Rahmat, **Junainah Idris**, “Key Success Factors of a Waqf University”, 5th International Conference of Management and Muamalah 2018.

**Junainah Idris** and Norazla Abdul Wahab, 2017 “ A Study on Shariah-Compliant Airlines in Malaysia: An Initial Review, Springer (ISBN 978-981-10-7256-7)



**Junainah Idris**, Siti Syuhada Abd Rahman, “AIDA Model, Social Media Marketing and Decision to Patronize Muslim Friendly Hotel”, 4th International Conference on Management and Muamalah 2017.

**Junainah Idris**, Norazla Ab Wahab, “Shariah-Compliant Airlines: A Study on Royal Brunei Airlines”, The 12th ISDEV International Islamic Development Management Conference (IDMAC) 2017).

Siti Syuhada Abd Rahman, **Junainah Idris**, Seri Syaza Alina Binti Suhaimi, Suhaila Nadzri, “The Determinants of Smartphone Usage among Students in Institute of Higher Learning”, 4th International Conference on Management and Muamalah 2017.

**Junainah Idris**, Azri Rizal Md Razali, “A Study on Consumer Behaviour towards Islamic Hotel: Assessing on Knowledge and Religiosity”, 2nd International Conference on Economics & Banking 2016.

**Junainah Idris**, Norazla Ab Wahab, “The Competitive Advantages of Sharia-Compliant Hotel Concept in Malaysia: SWOT Analysis”, 2nd International Conference on Management and Muamalah 2015

### **WRITING AND PUBLICATIONS (MODULE)**

- 1) Modul Marketing for Beginners (Dana Bangkit Bank Islam) 2021
- 2) Modul Pengajian Sepanjang Hayat (Pemasaran) (JAIS) 2021
- 3) Modul Management , 2018
- 4) Modul Fundamental of Management 2<sup>nd</sup> Edition , 2017
- 5) Modul Fundamental of Marketing, 2017
- 6) Modul Fundamental of Management 1<sup>st</sup> Edition , 2016

### **REFEREES**

1. Dr Suhaila Nadzri  
Head  
Department of Economic and Management  
Faculty of Management and Muamalah
  
2. Dr Norziah Othman  
Dean  
Faculty of Management and Muamalah