

Muhammad Tahir Jan, PhD

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<https://www.linkedin.com/in/muhammادتahirjan/>

Online Lectures:

www.themarketingschoolonline.com

Udemy Courses:

<https://www.udemy.com/user/muhammادتahir-jan/>

EDUCATION

2008 – 2012 **PhD in Business Administration (Marketing)**
International Islamic University Malaysia,
Malaysia

Dissertation: The Impact of Customer Relationship Management Related Critical Success Factors on Customer Satisfaction: An Empirical Study of the Banks in Malaysia

2001 – 2003 **MBA (Marketing)**
Institute of Management Studies,
University of Peshawar,
Pakistan

Thesis: Strategies Used by Advertising Agencies: The Case of Orient McCann Ericson

2000 – 2001 **B. Com (Honour)**
Govt. College of Commerce,
University of Peshawar,
Pakistan

1999 – 2000 **B. Com**
Govt. College of Commerce,
University of Peshawar,
Pakistan

COMPUTER LITERACY

- Statistical Package for Social Sciences (SPSS) – Advanced level
- Analysis of Moment Structures (AMOS) – Advanced level
- Camtasia Software Suite – Advanced level
- Microsoft Word, Power point, Excel – Advanced level
- Microsoft Certified Professional (MCP) – Certification received in 2000
- Microsoft Certified System Engineer (MCSE) Course – Completed in 2000

TEACHING EXPERIENCE

2019 – Present

Associate Professor

Department of Business Administration,
Faculty of Economics and Management Sciences,
International Islamic University Malaysia,
Malaysia

2012 – 2019

Assistant Professor

Department of Business Administration,
Faculty of Economics and Management Sciences,
International Islamic University Malaysia,
Malaysia

Courses Taught

Postgraduate

Advanced Marketing (Doctorate Level)
Marketing Management (Course coordinator)
Sales Management (Course coordinator)
E-Marketing (Course coordinator)

Undergraduate

Marketing Principles (Course coordinator)
Marketing Research (Course coordinator)
Consumer Behaviour (Course coordinator)
International Marketing (Course coordinator)
Customer Relationship Management (Course coordinator)
Retail Management (Course coordinator)

Note: Above 90% in students' rating at both postgraduate and undergraduate levels

2009 – 2012 (Part-time)

Lecturer (Graduate Teaching Assistant)

Graduate School of Management and Department of Business
Administration,
Faculty of Economics and Management Sciences,
International Islamic University Malaysia,
Malaysia

Courses Taught

Marketing Management (Course coordinator)
Marketing Principles
International Business

2006 – 2008

Lecturer

Department of Business Administration
Kardan University,
Kabul,
Afghanistan

Courses Taught

Postgraduate

Marketing Management
Advertising

Services Marketing

Undergraduate

Marketing Principles
Effective Business Communication
Effective Presentation Skills

Note: Received best teacher award for the year 2007 and 2008

GRANTS AND AWARDS

2020 – Present

DeBA grant
Title Factors Influencing the Purchase Intention of Circular Economy Products: Malaysia vs Pakistan
Awarding organization International Islamic University Malaysia
Approved Budget Malaysian Ringgits 5000

2018 – 2019

DeBA grant
Title The Impact of Islamic Banks' Brand Personality on Customer Satisfaction: An Empirical Study of the Banking Industry in Malaysia
Awarding organization International Islamic University Malaysia
Approved Budget Malaysian Ringgits 5000

2018 – Present

DHET, South Africa
Title Service Quality in Banking Industry
Awarding organization Department of Higher Education and Technology, South Africa
Approved Budget ZAR 54799 (Approx. RM 15000)

2014 – 2016

DHET, South Africa
Title Marketing of Higher Education
Awarding organization Department of Higher Education and Technology, South Africa
Approved Budget Phase 1 = ZAR 60000 (Approx. RM 16000)
Phase 2 = ZAR 34000 (Approx. RM 9000)
Phase 3 = ZAR 50000 (Approx. RM 13000)

2014 – 2017

Endowment Fund Type B
Title Hijab a New Symbol of Fashion Line or Pride of Muslim Women: An Empirical Study of Malaysian Muslim Women
Awarding organization International Islamic University Malaysia
Approved Budget Malaysian Ringgits 19700

2013 – 2015

GSMRF
Title Determining the Factors Influencing the Adoption of Social Networking Sites: Malaysian Muslim Users Perspective
Awarding organization Graduate School of Management
International Islamic University Malaysia
Approved Budget Malaysian Ringgits 15000

2018 Awarding organization	IIUM Top Young Supervisor International Islamic University Malaysia
2015 Title Awarding organization	Best Indexed Journal Article Award The Impact of Technology CSFs on Customer Satisfaction and the Role of Trust: An Empirical Study of the Banks in Malaysia Department of Business Administration, Kulliyah (Faculty) of Economics and Management Sciences, International Islamic University Malaysia
2014	Best Researcher Award Department of Business Administration, International Islamic University Malaysia
2010 – 2011	Postgraduate Rector’s Scholarship International Islamic University Malaysia
2007 and 2008	Best Faculty Member Award Kardan University Kabul, Afghanistan
2001	Merit Position (3 rd) in the Province in B. Com (Honour)
2000	Merit Position (4 th) in the Province in B. Com (Part 2) Best Student of the Year Award
1999	Merit Position (2 nd) in the Province in B. Com (Part 1)

PROFESSIONAL EXPERIENCE	
2021 – Present	Head of Responsible Research and Innovation Faculty of Economics and Management Sciences International Islamic University Malaysia
2020 – Present	Coordinator Emergency Remote Teaching and Learning (ERTL) Department of Business Administration Faculty of Economics and Management Sciences International Islamic University Malaysia
2018 – Present	Associate Editor International Journal of Economics, Management, and Accounting Faculty of Economics and Management Sciences International Islamic University Malaysia
2018 – Present	Leader SDG Project (Flagship Project on Sustainable Development Goals) Department of Business Administration Faculty of Economics and Management Sciences International Islamic University Malaysia
2015 – 2018	Research Seminar Coordinator Department of Business Administration Faculty of Economics and Management Sciences International Islamic University Malaysia
2015 – Present	Curriculum Review Committee Department of Business Administration Faculty of Economics and Management Sciences International Islamic University Malaysia
2015 – 2017	Research Coordinator Department of Business Administration Faculty of Economics and Management Sciences International Islamic University Malaysia
2013 – 2015	Postgraduate Admission Committee Department of Business Administration Faculty of Economics and Management Sciences International Islamic University Malaysia

INVITED SPEAKER

April 23, 2020	Changes in the Educational Landscape by Covid19 and MCO: Opportunities and Challenges from a Malaysian Perspective Arranged by: EU – Malaysian Chamber of Commerce & Industry (EUMCCI) Irish Chamber of Commerce Malaysia (ICCM)
Feb 5 – 6, 2020	A Consumer Perspective of Circular Economy Arranged by: Hamad Bin Khalifa University Doha, Qatar
May 30 – 31, 2019	Interpersonal Communication Skills Across Borders Arranged by: Customs Excise and Preventive Service Division Ghana Revenue Authority
April 19, 2019	Understanding Consumerism and its Relationship with Self Purification Arranged by: Association of Indian Students, IIUM
March 21, 2018	The Role of Information Technology in Knowledge Management Arranged by: Ghana Revenue Authority
March 19, 2018	The Role of Social Media in Organisational Learning Arranged by: Ghana Revenue Authority
January 1, 2018	Interpersonal Communication Skills: A Strategic Management Perspective Arranged by: Ghana Revenue Authority
October 21, 2017	The Role of Interpersonal Communication and Presentation Skills in Financial Services Arranged by: Finance and Accounting Unit of Ghana Revenue Authority
September 30, 2017	Marketing of e-Payment Service Arranged by: Ghana Revenue Authority
September 16, 2017	The Role of Presentation Skills in Financial Management and Accounting Practices Arranged by: Finance and Accounting Unit of Ghana Revenue Authority
August 26, 2017	Interpersonal Communication Skills in Tax Services Arranged by: Ghana Revenue Authority
August 15, 2017	Interpersonal Communication Skills Arranged by: Ghana Revenue Authority

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- May 10, 2013 Public talk on Captivating Your Audience: Mastering Your Presentation Skills
Arranged by:
International Institute For Muslim Unity (IIMU), IIUM
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- January 28, 2012 Main speaker in a workshop on Supervisor-Supervisee relationship
Arranged by:
Faculty of Economics and Management Sciences,
International Islamic University Malaysia
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VISITING SCHOLAR

March 2021	Erasmus+ Visiting Scholar Süleyman Demirel University Turkey
April 2020	Professor (Vice-Chancellor's Prestigious Seminar Series) Tshwane University of Technology, South Africa
July & August, 2015	Visiting Scholar Tshwane University of Technology, South Africa
October & November, 2016	Visiting Scholar Selcuk University, Turkey

REVIEWER

- International Journal of Bank Marketing
- Behaviour and Information Technology
- Journal of Research in Interactive Marketing
- International Journal of Electronic Marketing and Retailing
- Journal of Islamic Marketing
- International Journal of Public Sector Performance Management
- Journal of Marketing for Higher Education
- Journal of Tourism and Hospitality
- Journal of King Saud University - Computer and Information Sciences
- Social Science Quarterly
- Malaysian Management Review
- International Journal of Economics, Management and Accounting

PUBLICATIONS

2021

Jan, M. T., & Shafiq, A. (2021). Islamic Banks' Brand Personality on Customer Satisfaction: An Empirical Investigation through SEM. *Journal of Islamic Accounting and Business Research*, 12 (4), 1 – 21.

Isamudin, N. F., & Jan, M. T. (2021). The Impact of Advertising Appeals on Purchase Intention of Women Fashion Products in Malaysia. *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 10 (3), 1 – 16.

Jan, M. T. (forthcoming). Factors Influencing the Purchase of Circular Economy Products: Comparative Analysis of Malaysia and Turkey. *International Journal of Business and Society*.

2020

Jan, M. T., Abouzaid, A. M. H. A., & Hossain, T. (2020). Is Your Purchase Intention Influenced by Irrational Factors? An Investigation of Fashion Industry. *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 11 (2), 16 – 32.

Jan, M. T., Jager, J. W., & Sultan, N. (2020). The Impact of Social Media Activity, Interactivity, and Content on Customer Satisfaction: A Study of Fashion Products. *Eurasian Journal of Business and Management*, 8 (4), 1 – 16.

Ogunsola, K. O., Fontaine, R. A. H., & Jan, M. T. (2020). Impact of Surface Acting and Deep Acting Techniques on Teachers' Organizational Commitment. *PSU Research Review*, Online Version.

Ogunsola, K. O., Fontaine, R. A. H., & Jan, M. T. (2020). A Cross-Cultural Adaptation and Psychometric Validation of SISRI-24 Among Malaysia Teachers. *International Journal of Human Potentials Management*, 2 (1), 1 – 22.

2019

Abdullah, A. M., Haque, A., & Jan, M. T. (2019). Measuring Perceptions of Muslim Consumers Towards Income Tax Rebate Over Zakat on Income in Malaysia. *Journal of Islamic Marketing*, 10 (3).

Jan, M. T., Haque, A., Abdullah, K., Anis, Z., & Alam, F. A. (2019). Elements of Advertisement and their Impact on Buying Behaviour: A Study of Skincare Products in Malaysia. *Management Science Letters*, 9 (1), 1519-1528.

Jan, M. T., Jager, J. W., Ameziane, A. M., & Sultan, N. (2019). Applying Technology Acceptance Model to Investigate the Use of Smartphone Advertising in Malaysia. *Journal of Economics and Behavioral Studies*, 11 (1), 202-210.

Khan, M. I., Jan, M. T., Aman, Q., Faqir, M. S., & Ali, R. (2019). The Mediation of Customer Satisfaction in the Relationship between Customer Perceived Value and Loyalty in the Banking Sector of Pakistan Using 2-Stage Structure Equation Modelling Approach. *Revista Dilemas Contemporáneos: Educación, Política y Valores*, VI (Special Issue), 78.

2018

Ahmed, M., Jan, M. T., & Hassan, A. (2018). Brand Personality from an Islamic Perspective: A Conceptual Analysis of Aaker's Model. *Al-Shajarah*, 22.

Jan, M. T. (2018). Will it Survive? Challenges Faced by Islamic Banking and Finance in Today's World. *Journal of Islamic Finance*, 7 (1), 058 – 067.

Jan, M. T., & Wan, H. L., (2018). Will Islamic Marketing Survive in Today's World? *Journal of New Business Ideas & Trends*, 16 (2), 9 – 17.

Jan, M. T., & Yao, L. (2018). The Use of Shopping Apps Among Smartphone Users in China: A Structural Equation Modelling Approach. *International Journal of Small and Medium Enterprises and Business Sustainability*, 3 (1), 1 – 23.

Barry, M., & Jan, M. T. (2018). Factors Influencing the Use of M-Commerce: An Extended Technology Acceptance Model Perspective. *International Journal of Economics, Management and Accounting*, 26 (1), 157 – 183.

Perdana, F. F. P., Jan, M. T., Altunisik, R., Jaswir, I., & Kartika, B. (2018). A Research Framework of the Halal Certification Role in Purchase Intention of Muslim Consumers on The Food Products from Muslim Majority Countries in The Middle East and North Africa. *International Journal of Modern Trends in Business Research*, 1 (2), 15 – 28.

2017

Islam, K. T., & Jan, M. T. (2017). Factors Influencing Sales People's Performance: A Study of Mobile Service Providers in Bangladesh. *Academy of Marketing Studies Journal*, 21 (2), 1 – 20.

Jan, M. T. (2017). Why Do You Adopt Social Networking Sites? Investigating the Driving Factors through Structural Equation Modelling. *Interactive Technology and Smart Education*, 14 (4), 266 – 278.

Jan, M. T., & Jager, J. W. (2017). The Importance of Loyalty Card Days: A Study of Malaysian Customers. *Actual Problems of Economics*, 8(194), 30-38.

Shafiq, A., Haque, A. K., Abdullah, K., & Jan, M. T. (2017). Beliefs about Islamic Advertising: An Exploratory Study in Malaysia. *Journal of Islamic Marketing*, 8 (3), 409 – 429.

2016

Ahmed, S. M., Ahmad, K., & Jan, M. T. (2016). The Impact of Service Quality on Customer Satisfaction and Customer Loyalty: An Empirical Study of Islamic Banks in Bahrain. *Al-Shajarah*, 21 (3), 261-281.

Barry, M., & Jan, M. T. (2016). What Drives Social Networking Users to Use Mobile Commerce? *American Journal of Social Sciences*, 1 (1), 6-16.

Win, T. H., & Jan, M. T. (2016). Muslim Consumers' Online Purchase Intention Towards Islamic Fashion Products: A Clothing Market Case. *Amity Journal of Marketing*, 1 (2), 72 – 81.

Jan, M. T., & Ammari, D. (2016). Advertising Online by Educational Institutions and Students' Reaction: A Study of Malaysian Universities. *Journal of Marketing For Higher Education*, 26 (2), 168-180.

Jager, J. W., & Jan, M. T. (2016). A Structural Equation Modelling Approach to Investigating the Impact of Academic, ICT, and Management Related Factors on Customer Satisfaction in Higher Education. *Actual Problems of Economics*, 176 (2), 358-369.

Kedah, Z., Jan, M. T., Haque, A. K., & Ahmed, F. (2016). Developing Web-Based Partner Relationship Management: An Exploratory Study of the Application of Web-Based Solutions by ICT Companies in Malaysia, Ireland, and the United Kingdom. *Malaysian Management Review*, 51 (1), 67-87.

Yakasai, M. A., & Jan, M. T. (2016). Modeling Factors Influencing Online Shopping Intention among Consumers in Nigeria: A Proposed Framework. *International Journal of Humanities and Social Sciences*, 10 (8), 358-369.

2015

Ahmed, M., & Jan, M. T. (2015). An extension of Aaker's brand personality model from Islamic perspective: a conceptual study. *Journal of Islamic Marketing*, 6 (3), 388-405.

Ahmed, M., & Jan, M. T. (2015). Applying the Factor Analytical Approach towards Aaker's Brand Personality Model from an Islamic Perspective. *Malaysian Management Review*, 50 (1), 49-63.

Jager, J. W., & Jan, M. T. (2015). Antecedents of customer satisfaction in the higher education institutions of South Africa. *Problems and Perspectives in Management*, 13 (3), 91-99.

Jan, M. T., & Abdullah, K. (2015). Fashion: Malaysian Muslim Women Perspective. *European Scientific Journal, Special (Edition)*, 438 - 454.

Jan, M. T., Abdullah, K., & Momen, A. (2015). Factors Influencing the Adoption of Social Networking Sites: Malaysian Muslim Users Perspective. *Journal of Economics, Business and Management*, 3 (2), 267-270.

Rahman, M. K., Zailani, S., Al-Mamun, A., Jan, M. T., Ameziane, A. M., & Hazeed, A. O. (2015). The Impact of Salesperson's Training on Organizational Outcomes. *Journal of Scientific Research And Development*, 2 (8), 48-57.

Yakasai, A. M., & Jan, M. T. (2015). The Impact of Big Five Personality Traits on Salespeople's Performance: Exploring the Moderating Role of Culture. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 4 (5), 11-26.

2014

Jan, M. T., & Abdullah, K. (2014). The Impact of Technology CSFs on Customer Satisfaction and the Role of Trust: An Empirical Study of the Banks in Malaysia. *International Journal of Bank Marketing*, 32 (5), 429-447.

Jan, M. T., & Haque, A. (2014). Antecedents of the Use of Online Banking by Students in Malaysia: Extended TAM Validated Through SEM. *International Business Management*, 8 (5), 277-284.

Kamil, N. M., & Jan, M. T. (2014). Islamic Corporate Social Responsibility (ICSR): Validating a Higher-Order Measurement Model. *Malaysian Management Review*, 49 (1), 21-34.

Zain, O. M., & Jan, M. T. (2014). The Extent of Factors Influencing Automobile Salesperson's Career Tenure in Malaysia. *Asian Journal of Business Research*, 4 (1), 43-63.

2013

Jan, M. T., Abdullah, K., & Shafiq, A. (2013). The Impact of Customer Satisfaction on Word-of-Mouth: Conventional Banks of Malaysia Investigated. *International journal of Information Technology and Computer Science*, 10 (3), 14-23.

Zain, O. M., Jan, M. T., & Ibrahim, A. B. (2013). Factors Influencing Students' Decisions in Choosing Private Institutions of Higher Education in Malaysia: A Structural Equation Modelling Approach. *Asian Academy of Management Journal*, 18 (1), 75-90.

2012

Abdullah, K., Jan, M. T., & Manaf, N. H. (2012). A Structural Equation Modelling Approach to Validate the Dimensions of SERVPERF in Airline Industry of Malaysia. *International Journal of Engineering and Management Sciences*, 3 (2), 134-141.

2011

Jan, M. T. (2011). The Inevitable Role of Human in CRM Success: Digging Deep the Human CSFs. *JM International Journal of Service Marketing*, 1 (2), 111-120.

Jan, M. T., Omar, A., Zain, O. M., & Abdullah, K. (2011). A Roadmap for CRM Success: In Light of the Technology CSFs. *JM International Journal of Marketing Management*, 1 (3), 181-192.

Jan, M. T., Zain, O. M., & Jehangir, M. (2011). Can Consumption Make You Happy? Exploring Student's Quality of Life from Marketing Perspective. *International Journal of Business, Management and Social Sciences*, 1 (1), 1-8.

Jehangir, M., Kareem, N., Khan, A., Jan, M. T., & Soherwardi, S. (2011). Effects of Job Stress on Job Performance & Job Satisfaction. *Interdisciplinary Journal of Contemporary Research In Business*, 3 (7), 453-565.

2010

Ahmad, K., Khan, M. I., & Jan, M. T. (2010). Online Banking Acceptance in Malaysia: A Students' Behaviour Perspective. *Malaysian Management Review*, 45 (2), 1-14.

Ahmad, K., Khan, M. I., & Jan, M. T. (2010). Web Based Marketing: Islamic Versus Conventional Banks of Pakistan. *Indian Journal of Marketing*, 40 (10), 30-37.

CONFERENCES

2020

Jan, M. T. (2020). A Consumer Perspective of Circular Economy: An Empirical Investigation through Structural Equation Modelling. *The International Conference on Islamic Finance and Circular Economy*, 5 – 6 February 2020. Hamad Bin Khalifa University, Doha, Qatar.

Jan, M. T. (2020). An Empirical Comparative Study of the Circular Economy from a Consumer Perspective: Malaysia Vs Turkey. *12th International Conference on Islamic Economics and Finance*, 14 – 20 June 2020. IZU, Istanbul, Turkey.

2019

Abdi, S. Y., & Jan, M. T. (2019). The Impact of Service Quality on Customer Satisfaction: A Study of Somalian Banking Industry. *IIUM International Conference on Business Management (IICBM)*, 10 – 11 July. KL Convention Centre, Malaysia.

Hadijah, S., & Jan, M. T. (2019). Factors Affecting Muslim Women's Intention to Wear Hijab: A Study from Malaysian Perspective. *IIUM International Conference on Business Management (IICBM)*, 10 – 11 July. KL Convention Centre, Malaysia.

Iqbal, A. S. M., & Jan, M. T. (2019). The Role of Prophetic Food in the Prevention and Cure of Chronic Diseases: A Review of Literature. *IIUM International Conference on Business Management (IICBM)*, 10 – 11 July. KL Convention Centre, Malaysia.

2018

Jan, M. T., Anuar, M. S. N., & Sultan, N. (2018). Factors Influencing Satisfaction with Service Recovery and Word-of-Mouth: An Empirical Study of the Banking Industry in Malaysia. *1st International Conference on Governance, Organization, and Business*, 29 – 30 September 2018. Cameron Highland, Malaysia.

Jan, M. T., Perdana, F. P. P. (2018). Islamic Brand Personality and Customer Satisfaction: A Conceptual Study. *4th ASIA International Conference (AIC 2018)*, 08 – 09 December 2018. Langkawi, Malaysia.

2017

Jan, M. T., & Jager, J. W. (2017). The Importance of Loyalty Card Days: A Study of Malaysian Customers. *International Journal of Arts and Sciences Conferences*, 25 - 29 June 2017. Vienna, Austria.

Jan, M. T. (2017). Exploring the Concept of Pride from the Perspective of Muslim Women. *The 5th International Accounting and Business Conference*, 24 – 25 October 2017. Negeri Sembilan, Malaysia: Institute of Leadership and Development, UiTM.

Rajadurai, G. K., & Jan, M. T. (2017). The Impact of Service Quality on Parental Satisfaction: Evidence from Private Schools in Selangor. *The 5th International Accounting and Business Conference*, 24 – 25 October 2017. Negeri Sembilan, Malaysia: Institute of Leadership and Development, UiTM.

2016

Ahmed, M., Jan, M. T., & Hassan, A. (2016). Brand Personality from an Islamic Perspective: A Conceptual Analysis of Aaker's Model. *1st Asian Researcher Symposium*, 25-25 April, 2016. Jakarta, Indonesia.

Jager, J. W., & Jan, M. T. (2016). Pre-Flight Expectations in the Air Transportation Industry of South Africa: A Confirmatory Factor Analytical Approach. *3rd International Conference on Actual Economy: Local Solutions For Global Challenges*, 21-22 January 2016. Bangkok, Thailand.

2015

Jager, J. W., & Jan, M. T. & Hebblethwaite, D. (2015). Are higher education institutions delivering customer satisfaction? *29th Annual Conference of the Australian and New Zealand Academy of management*, 2-4 December 2015. Queenstown, New Zealand.

Jan, M. T., & Abdullah, K. (2015). Fashion: Malaysian Muslim Women Perspective. *3rd Global Academic Meeting (GAM 2015)*. New York, United States of America.

2014

Jager, J. W., & Jan, M. T. (2014). Pre-Flight Expectations in the Air Transportation Industry of South Africa and Malaysia: A Confirmatory Factor Analytical Approach. *ANZMAC 2014*. Brisbane, Australia.

Jan, M. T., Abdullah, K., & Momen, A. (2014). Factors Influencing the Adoption of Social Networking Sites by Malaysian Users: An Empirical Study Using Structural Equation Modelling. *Technology, Science, Social Sciences, Humanities International Conference (TeSSHI 2014)*. Langkawi Kedah: UiTM Kedah.

Idris, M., & Jan, M. T. (2014). Asset, Its Concept, Legality and Features for Developing Islamic Finance Product. *First International Conference on Islamic Behavioural Finance (ICIBHF 2014)*. Jeddah, Kingdom of Saudi Arabia: Effat University.

2013

Idris, U. M., & Jan, M. T. (2013). Effect of Credit Cards on Customers' Spending Behavior: A Comparative Analysis of Islamic and Conventional Credit Cards. *3rd International Conference on Management*. Penang, Malaysia.

Jan, M. T., Abdullah, K., & Momen, A. (2013). Factors Influencing the Adoption of Social Networking Sites: Malaysian Muslim Users Perspective. *4th International Conference on Economics, Business and Management*. Sydney, Australia.

Jan, M. T., Abdullah, K., & Shafiq, A. (2013). The Impact of Customer Satisfaction on Word-of-Mouth: Conventional Banks of Malaysia Investigated. *2nd International Conference on Human Computing, Education & Information Management Systems*. Sydney, Australia.

Jan, M. T., Abdullah, K., & Smail, M. H. (2013). Antecedents of Loyalty in the Airline Industry of Malaysia: An Examination of Higher-Order Measurement Model. *Proceedings of 3rd Asia-Pacific Business Research Conference*, (pp. 1-14). Kuala Lumpur, Malaysia.

Kamil, N. M., & Jan, M. T. (2013). Islamic Corporate Social Responsibility (ICSR) in the Malaysian Business Organizational Context: Validating Higher-Order Measurement Model. *9th International Conference on Islamic Economics and Finance*. Istanbul, Turkey.

2012

Jan, M. T., & Jehangir, M. (2012). Antecedents of the Use of Online Banking by Students in Malaysia. *First Asian Business Research Conference*. Peshawar, Pakistan.

Zain, O. M., & Jan, M. T. (2012). Salespersons' Tenure: A Comparative Study from Three Consumer Sector Industries. *19th International Conference on Retailing and services Science*. Vienna, Austria.

2010

Zain, O. M., Ibrahim, A. B., Anis, A., & Jan, M. T. (2010). Perceptions and Influences on the Choice of Private Institution of Higher Learning for Further Education. *International Conference on Marketing*. Kuala Lumpur: Malaysia.

SUPERVISION

DOCTORATE

Salem Abduhu (on-going) – The Impact of Digital Advertising on Consumers' Perception Towards Islamic Non-profit Organisations: A Study of Online Crowdfunding Platforms

Ruhaini Fatema Islam (on-going) – Impact of Deceptive Marketing on Consumer Attitude and Purchase Intention: Studying the Moderating Effect of Religiosity.

Aimi Solehah Binti Mohamed Iqbal (on-going) – The Study of Awareness and Perceptions: The Importance of Consuming Prophetic Foods as a Healthy Diet Among Muslims in Peninsula Malaysia.

El Maghribi Mahmoud Ghalib (on-going) – The Management Efficiency of Socio Financial Institutions with Reference to Zakat and Waqf.

Muhammad Ahmad (**Graduated**) – An Extension of Aakir's Brand Personality Model from Islamic Perspective

Saad Mateen Ahmed (**Graduated**) – The Impact of Service Quality on Customer Satisfaction and Customer Loyalty: Investigating the Mediating Role of Customer Complaint Behaviour in Malaysian Islamic Banks.

Majed M. M. Abusharar (**Graduated**) – The Effect of Word of Mouth and Corporate Image on the Palestinian Customers Purchasing Intention: Grocery Products Case

Firdaus Fanny Putera Perdana (**Graduated**) – The Importance of Halal Certification to Improve the Intention of Muslims in Malaysia towards Purchasing Food Products from Muslim Majority Countries.

Mohadzlishah Din Mazli (**Graduated**) – The Role of Religion in Counterfeit Purchase Behaviour

MASTERS

Al Geji Abdullah Faeq Mohammed (on-going) – The Impact of Social Media Marketing on Consumer Purchase Intention: A Study of Bookstores in Kurdistan

Rami B N Alsousi (on-going) – Factors Influencing Customers to Adopt Cashless Transactions: A Study from Malaysian Perspective

Afroza Kaniz (on-going) – Factors Influencing Students' Satisfaction Towards University Cafeteria in Klang Valley

Nur Fariah Binti Isamudin (**Graduated**) – The Impact of Advertising on Consumers' Purchase Intention of Fashion Products in Malaysia.

Moussa Barry (**Graduated**) – Factors Affecting the Use of Mobile Commerce (M-Commerce) Among Young Consumers: An Empirical Study in Malaysia.

Ahmad Ahsan (**Graduated**) – The Perception of Customers Towards the Adoption of Automated Guided Vehicles: A Study of Malaysian Manufacturing Industry

Djihane Ammari (**Graduated**) – The Impact of Online Advertising on Students’ Choice of Higher Education Institutions: A Study of Malaysian Universities

Abdullah Al Mamun (**Graduated**) – Perception of Muslim Consumers Towards Income Tax Rebate Through Zakat on Income: Malaysian Perspective

Mustapha Hadj Smail (**Graduated**) – The Impact of Airline Image on Attitudinal Loyalty and the Mediating Role of Passenger Satisfaction: An Empirical Study of Conventional Airlines in Malaysia

Ardian Ismajlaj (**Graduated**) – Salesmanship Career Tenure: A Study of Malaysian Pharmaceutical Industry

Jasmina Kozic (**Graduated**) – The Impact of Social Network Marketing, Price and Trust on Consumer Purchasing Behaviour

Hla Theingi Win (**Graduated**) – Online Purchase Intentions of Muslim Consumers Toward Islamic Fashionable Products and The Future of Islamic Fashion Industry

Alileche Mohamed Ameziane (**Graduated**) – Factors Influencing Consumer Attitude Toward Smartphone Advertising: A study of Malaysian Consumers.

Kamrul Islam Talukder (**Graduated**) – Factors Influencing Sales People’s Performance: A Study of Mobile Service Providers in Bangladesh.

Abdallah Khendek (**Graduated**) – The Effect of Word of Mouth on Green Product Intention: Role of Price as a Moderator.

Tarek Sidi (**Graduated**) – Antecedents of Customer Satisfaction in Islamic Bank of Thailand: A Relationship Marketing Perspective

Sami Ahmed Reshid Abdurehim (**Graduated**) – Consumer Switching Behaviour in Financial Broker Industry.

Ma Li Xiao (**Graduated**) – Factors Influencing Consumers Intention to Buy Muslimah Fashion in China.

Ibraheem Jamal Ibrahim (**Graduated**) – The Utilization and Adoption of Internet Marketing as One of the E-Marketing Tools in Influencing Consumer Online Shopping Attitude and Behaviour by Business Industries.

Taha Mohammed Ahmed Naji Mothanna (**Graduated**) – Factors Influencing Brand Value: A Study of Mobile Phone Industry in Malaysia.

Rownak Ruhi (**Graduated**) – Measuring the Brand Equity of Carbonated Soft Drinks Industry in Malaysia.

Sharifah Hadijah Syed Hussin (**Graduated**) – Factors Affecting Customers Intention to Purchase Hijab in Malaysia.

Metalla Ervis (**Graduated**) – The Impact of Social Media on Customer Purchase Intention

Mohamed Dabo (**Graduated**) – The Impact of Electronic Word of Mouth (eWoM) on Purchase Intention: A Case Study of Telecommunication Industry in Malaysia.

EXTERNAL EXAMINER

Yong Wee Shien Topic	PhD (Hospitality & Tourism) Consumers' Trust Beliefs, Corporate Reputation and Purchase Intention Are Moderated by CSR Product Initiative Social Advertising as Compared to Non-CSR Social Advertising in Malaysia
Institution	Taylor's University, Malaysia
Salwa Fouad Taher Topic	PhD (Business Administration – Marketing) Customer Engagement on Social Media and Brand Equity: The Mediation of Value Co-creation and Electronic Word-of-Mouth
Institution	King Saud University, Riyadh, Kingdom of Saudi Arabia
Haseebullah Abdul Naeem Topic	PhD (Marketing) An Integrative Framework of Retailscapes and its Impact on Customer Patronage in Conventional Stores of The Kingdom of Saudi Arabia
Institution	Universiti Teknologi Malaysia (UTM), Malaysia
Gana Matthew Attahiru Topic	PhD (Hospitality & Tourism) Consumers' Perception of Location-Based Social Network Promotion: A Study on the Nigerian Airline Industry
Institution	Taylor's University, Malaysia
Muhammad Amad	PhD (Marketing) Influence of Advertising Creativity of Consumers Purchase Intention: Moderating Effect of Ad-Emotional Value
Institution	Iqra National University, Pakistan
Zainal Abiddin Bin Kassim Topic	PhD (Hospitality & Tourism) Investigating the Impact of Tipping on Employee Retention: Evidence from Full-Service Western Restaurants of Singapore
Institution	Taylor's University, Malaysia

COURSES ATTENDED

July 17, 2018	How to Design Massive Open Online Courses (MOOCs)
Phase 1: November 23, 2012 to December 23, 2012,	Attended Basic Teaching Methodology Course (BTMC).
Phase 2: January 28 to February 1, 2013	Attended Basic Teaching Methodology Course (BTMC).
February 25, 2011	One-Day workshop on An Insider's guide to Getting Published by Emerald
March 19, 2011	One-Day workshop on Effective Writing Skills
February 9 – 14, 2004	Six Days workshop on Developing Teaching Skill

PROFESSIONAL MEMBERSHIP

Professional Member 2018 – 2019	ESOMAR (European Society for Opinion and Marketing Research)
Member, 2016 – Present	Academic Staff Association (ASA), IIUM

COMMITTEE MEMBER

July 10 – 11, 2019	IIUM International Conference on Business Management
October 31, 2014	Malaysian Franchise Award
August 19 – 20, 2014	International Conference on Management from Islamic Perspective
June 23 – 26, 2013	The 12 th International Symposium on the Analytic Hierarchy Process: Multi-Criteria Decision Making

LANGUAGES

English (Advanced level)
Urdu (Advanced level)
Pashto (Advanced level)
