

CURRICULUM VITAE

MAIZAITULAIWATI MD HUSIN (PhD)

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Updated on: 18 June 2020

PROFESSIONAL PROFILE

- I'm an effective communicator with excellent planning, organizational, and negotiation strengths as well as the ability to lead, reach consensus, establish goals, and attain results.
- I also possess strong commitment to team environment dynamics with the ability to contribute expertise and follow leadership directives at appropriate times.

PERSONAL PARTICULARS

Age	: 34 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

- **POST-DOCTORAL (ISLAMIC FINANCE)**
International Islamic University Malaysia, *completed: October 2019*
- **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

SENIOR LECTURER, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *October 2015- Present*

- 1) Serve as a committee member for curriculum development of MBA in Islamic Finance
- 2) Undertake research for school and university
- 3) Appointed as paper reviewer for article journals
- 4) Play role as committee member for UTM research alliance

TUTOR, UNIVERSITI TEKNOLOGI MALAYSIA-Centre of Diploma Studies, *January 2009- April 2015*

- 1) Taught course on management, business, economics, finance, mathematics, marketing and entrepreneurship to classes of 25 to 40 undergraduate students
- 2) Prepare online and face-to face learning materials
- 3) Facilitate students via online and face-to face
- 4) Serve as moderator, examiner and invigilator for final examination
- 5) Play role as committee member for curriculum amendments of Diploma in Technology Management
- 6) Serve as Academic advisor for accounting and business students
- 7) Appointed as panel for teaching and examination workshop for colleges under Franchise Programme with Program Pengajian Diploma
- 8) Appointed as panel of quality visit for UTM Franchise Programme
- 9) Appointed as panel of industrial training for UTM Diploma and Franchise Programme

GLOBAL SUPPORT EXECUTIVE, HSBC ELECTRONIC DATA PROCESSING (MALAYSIA) SDN BHD, *May 2008- January 2009*

- 1) Provide support to Securities Services traders based in Hong Kong regards to a range of post trade functions including but not limited to – confirmations/matching, settlements, reconciliations, investigations, client service, cash management and operation risk control.
- 2) Responsible for day-to-day processing for wide range of products including equities, fixed income, over the counter derivatives (flow & exotic), foreign exchange, money markets, banknotes and metals.

APPOINTMENT AT UNIVERSITY/FACULTY LEVEL

PHD COORDINATOR, UNIVERSITI TEKNOLOGI MALAYSIA- Azman Hashim International Business School, *1 January 2020- current*

- 1) 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*

- 1) 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*

- 1) 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.
- 2) Promoting the schools research profile through the use of the schools website and other social medias.
- 3) 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*

- 1) Planning for future development in line with strategic business objectives
- 2) Ensuring the building meets health and safety requirements
- 3) 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*

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

ACADEMIC HONORS AND AWARDS

- 1) Award of Excellence, Azman Hashim International Business School, 2018
- 2) Best Book Chapter Publication Award, Azman Hashim International Business School, 2018
- 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, 2017
- 6) Consultancy Award, Azman Hashim International Business School, 2015
- 7) Excellent Service Award, Universiti Teknologi Malaysia, 2014
- 8) Gold Medal poster presentation, Universiti Malaya, 2014
- 9) 2nd place Three Minute Thesis Competition, Universiti Malaya, 2014
- 10) Winner Three Minute Thesis Competition, Universiti Malaya, 2013
- 11) Best Paper Award for presentation in Multimedia University Doctoral Research Colloquium 2012, Multimedia University, 2012
- 12) Scholarship from Universiti Teknologi Malaysia and Jabatan Perkhidmatan Awam to pursue PhD study at University of Malaya , August 2011 – August 2014
- 13) Best Global Support Executive, HSBC Electronic Data Processing (Malaysia) Sdn Bhd, 2008
- 14) Dean's Honor List for Semester II 2005-2006 and Semester II 2007-2008 (Undergraduate Program), Universiti Teknologi Mara, 2005 & 2007

LANGUAGES

Language	Spoken	Written
Bahasa Malaysia	Excellent	Excellent
English	Excellent	Excellent

EDITORIAL BOARD MEMBER/ COMMITTEE

Co-chief Editor of International Journal of Innovation and Business Strategy (May 2017- April 2020).

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>
1. Principles of Management	1. Business Mathematics using Excel	1. Financial Management and Corporate Governance
2. Introduction to Business	2. Introductory Microeconomics	2. Takaful and retakaful
3. Principles of Economics	3. Principles of Macroeconomics	3. Islamic Financial System
4. Introduction to Finance	4. Introductory Accounting	4. Islamic banking products and services
5. Business Mathematics	5. Principles of Microeconomics	5. Islamic Marketing
6. Principles of Marketing	6. Business Mathematics	
7. Entrepreneurship and Enterprise Development	7. Management Accounting	

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8. Fundamental of Shariah for Islamic Finance
 9. Investment Portfolio Management

ACADEMIC ACTIVITIES AND ACHIEVEMENTS

Secured more than research grants	13	More than book publications	35	Presented more than conference papers	35
Secured not less than consultancy projects	6	Supervised more than PhD, DBA and master students	25	Examined more than graduate projects	40

KEYNOTE/INVITED SPEAKER

Invited Speaker

- 1) Entrepreneurial Finance and e-commerce and business at University of Business and Technology, Saudi Arabia, 20-26 February 2020
- 2) Maximizing Research Impact and Sustaining Community-University Partnership at Universitas Gadjah Mada, 4 September 2019
- 3) Effective Proposal Writing Workshop at Uniten, Sultan Haji Ahmad Shah Campus, 4 July 2018
- 4) Improving Faculty Member's Capacity for International Publication at Universitas Islam Indonesia, 27 November 2017
- 5) Writing for Excellent: A Workshop on How to Write Your Final Year Project at Uniten, Sultan Haji Ahmad Shah Campus, 20 August 2016

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.

SELECTED RESEARCH GRANTS

- 1) 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).

- 2) 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)
- 3) 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)
- 4) 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) 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]
- 2) 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]
- 3) 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].
- 4) 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.
- 5) 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.
- 6) **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]

- 7) 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]
- 8) **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]
- 9) **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.
- 10) **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.
- 11) **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]
- 12) **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.
- 13) **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) **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]
- 2) 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, M. H.**, Razali, H. and Shahab, A. (2019). *Adoption of Financial Technology in Islamic Crowd-Funding: Predicting Small and Medium-Sized Enterprises' Intention to Use the Investment Account Platform* in Nader Naifar, *Impact of Financial Technology (FinTech) on Islamic Finance and Financial Stability*, The United States of America: IGI Global, pp. 12-35.
- 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) Nazimah, H., Farzana, Q., Jihad, M., Harcharanjit, S., **Maizaitulaidawati, M. H.**, Rossilah, J. and Zarina, S., "The Influence of Religiosity in Credit Card Selection" in 2016 Recent Research in Social Sciences International Conference (SOCSIC), Aston Braga Hotel & Residence Bandung, Indonesia, May 31 – June 2, 2016.
- 6) **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.
- 7) Harcharanjit, S., Rossilah, J., Mas, B. B., **Maizaitulaidawati, M. H.**, Yu, B., Sukmindar, S., "Impact of Financial and Non-Financial Incentives on Employee Performance" in 2016 Advanced Research on Business, Management and Humanities (ARBUHUM2016), HARRIS Hotel, Bandung, Indonesia, March 15 – 17 , 2016
- 8) **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.
- 9) **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 (ICTeSSH), Convenience Grand Hotel, Bangkok, Thailand, April 4-5, 2015.

- 10) **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.
- 11) **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.
- 12) **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.
- 13) **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.
- 14) **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****

Poster Presentation

- 1) **Maizaitulaidawati, M. H.** and Asmak, A. R., "Muslim Intention to Participate Into Family Takāful Scheme: A Study using Decomposed Theory of Planned Behaviour in Klang Valley, Malaysia", presented at Minggu Terbuka Akademik (MiTA2014), Academy of Islamic Studies, University of Malaya, 22- 25 April 2014. ****Gold Medal****