

SUHARNI BT. MAULAN



- KULLIYAH OF ECONOMICS AND MANAGEMENT SCIENCES
- IIUM Gombak Campus
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KELAYAKAN AKADEMIK

- Doctor of Philosophy
- Master in Business Administration
- Bachelor of Economics

TANGGUNGJAWAB MENGAJAR

BANK MARKETING	2016/2017 2017/2018 2018/2019 2019/2020
CHANNEL MANAGEMENT	2014/2015 2016/2017 2017/2018 2018/2019 2019/2020
CONSUMER BEHAVIOUR	2013/2014
INTERNATIONAL BUSINESS STRATEGY	2013/2014
INTERNATIONAL MARKETING	2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
INTRODUCTION TO MARKETING(NON-ENM)	2004/2005 2005/2006 2006/2007 2007/2008 2008/2009
MANAGERIAL ECONOMICS	2013/2014 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
MARKETING PRINCIPLES	2004/2005 2005/2006 2006/2007 2007/2008 2008/2009 2013/2014 2014/2015
PRINCIPLES AND PRACTICE OF MANAGEMENT	2004/2005
SERVICES MARKETING	2013/2014

PROJEK PENYELIDIKAN

In Progress

2017 - Present Empirical Evidence of SMEs Using Islamic Financing - A Comparative Study for Malaysia and Indonesia

2015 - Present Identifying Priorities in Service Quality-Loyalty Relationship for Islamic Banks: An Importance-Performance Matrix Analysis (IPMA) Approach

Completed

2016 - 2016 Kajian Pemasaran Produk Penjara

Article

- 2019** [Determining intention to buy air e-tickets in Malaysia.](#) Management Science Letters , 9 (6) pp.933-944
- 2018** [Measuring the corporate brand image of Islamic banking institutions.](#) The Journal of Social Sciences Research , Special Issue (2) pp.14-21
- 2018** [International students' satisfaction towards internet banking at International Islamic University Malaysia: a qualitative study.](#) Journal of International Business and Management , 1 (1) pp.1-14
- 2017** [Service quality, value, satisfaction and future intention in medical tourism.](#) Journal of Tourism, Hospitality, and Culinary Arts , 9 (3) pp.42-53
- 2017** [The effect of consumer perceptions towards intention to buy air tickets online in Malaysia.](#) Journal of Global Business and Social Entrepreneurship , 3 (5) pp.86-96
- 2017** [An approach to Islamic consumerism and its implications on marketing mix.](#) Intellectual Discourse , 25 (1) pp.137-154
- 2016** [Measuring halal brand association \(HalBA\) for Islamic banks.](#) Journal of Islamic Marketing , 7 (3) pp.331-354
- 2016** [Consumers' loyalty toward Islamic banking system: does halal brand awareness matter?.](#) International Journal of Economics, Management and Accounting , 24 (2) pp.209-226
- 2006** [Revisiting the relationship between organizational commitment and professional commitment: a case study of academicians in a private educational institution.](#) Malaysian Management Journal , 10 (1&2) pp.1-17

Conference or Workshop Item

- 2018** [Perceived spiritual brand attributes of Islamic banking institutions in Malaysia.](#) In: **The 8th International Conference on Postgraduate Education 2018**
- 2018** [Measuring the corporate brand image of Islamic banking institutions.](#) In: **2nd Asia International Multidisciplinary Conference (AIMC 2018)**
- 2016** [The relationship marketing strategy to establish waqf in higher education institutions: Turkey experiences.](#) In: **International Symposium on Waqf and Higher Education (ISWHE 2016)**
- 2016** [Determining the intention to patronage Islamic brand restaurant: The moderating role of religiosity.](#) In: **Terengganu International Business and Economics Conference 2016 (TIBEC V)**
- 2016** [The relationship between perceived quality association and purchase intention to patronage Islamic brand restaurants.](#) In: **Regional Islamic Entrepreneurship and Business Conference (RIEBC 2016)**
- 2015** [Halal brand awareness influence on consumers' loyalty towards Islamic banking system.](#) In: **Kuala Lumpur International Business and Social Science Research Conference (KLIBSRC) 2015**

2010 [The development of MHE brand equity from international students' perspective.](#)
In: International Conference on Marketing (ICMAR 2010)

Book
Book Section