

A. K. M. AHASANUL HAQUE



- KULLIYAH OF ECONOMICS AND MANAGEMENT SCIENCES
- IIUM Gombak Campus
- Email address: ahasanul@iium.edu.my

KELAYAKAN AKADEMIK

- Marketing
- Marketing
- Marketing

TANGGUNGJAWAB MENGAJAR

ADVANCED QUANTITATIVE METHODS	2019/2020 2020/2021
BANK MARKETING	2014/2015
CONSUMER BEHAVIOUR	2016/2017
E-MARKETING	2011/2012
ICT FOR ISLAMIC FINANCIAL INSTITUTIONS	2012/2013 2013/2014
INTEGRATED MARKETING COMMUNICATION	2014/2015 2015/2016 2016/2017 2017/2018 2018/2019
INTERNATIONAL BUSINESS	2008/2009 2009/2010
INTERNATIONAL MARKETING	2006/2007 2008/2009 2009/2010 2010/2011 2011/2012 2012/2013 2013/2014 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
INTERNET MARKETING	2005/2006 2007/2008 2008/2009 2009/2010 2010/2011 2011/2012
INTRODUCTION TO MANAGEMENT FOR NON-ENM	2005/2006
INTRODUCTION TO MARKETING (NON-ENM)	2005/2006
INTRODUCTION TO MARKETING(NON-ENM)	2006/2007 2007/2008 2008/2009 2009/2010
ISLAMIC MARKETING	2015/2016 2016/2017 2017/2018 2018/2019 2019/2020 2020/2021
MARKETING MANAGEMENT	2010/2011 2011/2012 2012/2013 2013/2014
MARKETING MANAGEMENT AND STRATEGY	2008/2009
MARKETING POLICIES	2008/2009 2009/2010

MARKETING PRINCIPLES	2006/2007 2007/2008 2010/2011 2014/2015 2015/2016 2017/2018
MARKETING RESEARCH	2008/2009 2010/2011 2011/2012 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018
PRINCIPLES AND PRACTICE OF MANAGEMENT	2005/2006 2007/2008
PROMOTION MANAGEMENT	2014/2015
SEMINAR ON COMTEMPORARY ISSUES IN MANAGEMENT	2017/2018 2018/2019
SEMINAR ON CONTEMPORARY ISSUES IN MANAGEMENT	2019/2020
SERVICES MARKETING	2014/2015
STRATEGIC MARKETING	2015/2016 2016/2017 2017/2018 2018/2019 2019/2020 2020/2021
SUSTAINABILITY: SOCIETY AND BUSINESS	2020/2021

PROJEK PENYELIDIKAN

In Progress

2020 - Present	Social Distancing Intention among University Students during Pandemic
2019 - Present	2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020) (International Institute of Islamic Thought (IIIT) Grant): PRINCIPLES OF MARKETING FROM AN ISLAMIC PERSPECTIVE
2019 - Present	Acritical Success Model for Public-Private Partnership (PPP) Based Trust School Initiative
2019 - Present	2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020) (International Institute of Islamic Thought (IIIT) Grant)
2019 - Present	2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020)
2016 - Present	Internet and Persons with Disabilities: Implication towards Digital Inclusion Policy
2014 - Present	Market Assessment and Technology Commercialization of Bio-Chip Product for Food Security Detection

Completed

2019 - 2020	2nd Cycle Grant for IIIT - IIUM Text Book Research Project (2019 -2020) (International Institute of Islamic Thought (IIIT) Grant): PRINCIPLES OF MARKETING FROM AN ISLAMIC PERSPECTIVE
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- 2017 - -1** Higher Education Quality Enhancement Project (HEQEP) Business
- 2017 - -1** Higher Education Quality Enhancement Project (HEQEP) Accounting
- 2016 - -1** Manjung Blueprint
- 2015 - 2017** Towards Devising A Fundamental Theory of Islamic Advertising
- 2015 - 2019** Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries
- 2015 - 2019** Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries
- 2014 - 2018** Developing a Framework of Quality Pledge by Addressing the Influence of Millennial Personality
- 2013 - 2017** Islamic Tourism in Malaysia: The Involvement of Travel and Tour Business as a Stakeholder in Strategizing Travel Packages
- 2013 - 2014** Measuring Customer Satisfaction and Loyalty Towards Marketing Retail Strategy: An Emprical Study of Some Selected Hypermarkets in Malaysia
- 2012 - 2015** Factors Influencing Selection of Higher Learning Institutes: an Empirical Investigation on Higher Learning's Institutions in Malaysia
- 2012 - 2013** Islamic Tourism:A study on Malaysian travel and tour businesses
- 2011 - 2013** Assessing Export Performance of Malaysian Furniture Industries Products: Measure of Competitiveness
- 2011 - 2014** The Effect of Green Marketing Campaigns on Malaysian Consumers' Behaviour towards Environmental Protection
- 2011 - 2013** The Perception of Young Muslim Users Toward Facebook As Social Network Service : A Study Of Malaysian Users Perspective
- 2011 - 2012** An Investigation On The Factors Influencing Students Choosing Sales As Their Career
- 2010 - 2012** Advertisement Effectiveness and Choice of Fast Food Restaurant: An Exploratory Study of Malay Muslim Consumers
- 2010 - 2011** An empirical study of religiosity and ethnocentrism to Purchase foreign goods across Malay Muslim Consumers
- 2009 - 2011** Factors Influencing Choice Of Telecommunication service Providers and its Implication to Malaysian Customers
- 2008 - 2010** An Investigation of Advertising Practices Banking under shari'ah Observation
- 2007 - 2010** E-Commerce: The Study of the Perception of Malaysian Consumers towards Internet Banking System.

Article

- 2020** [The effects of visual merchandising and price sensitivity on impulse purchase behaviour among young apparel shoppers in Bangladesh.](#) International Journal of Business, Economics and Management , 7 (3) pp.192-202
- 2020** [Measuring student satisfaction towards mobile service provider in Bangladesh: with special reference to Grameen phone limited.](#) Journal of Xidian University , 14 (5) pp.184-200
- 2020** [Patients decision factors of alternative medicine purchase: an empirical investigation in Malaysia.](#) International Journal of Pharmaceutical Research , 12 (3 (July-September)) pp.614-622
- 2020** [Empirical analysis to the factors impact on succession process of the family-owned businesses in Bangladesh, moderating role of education.](#) Int. J. Business Innovation and Research , 24 (4) pp.1-18
- 2020** [The effect of retail service quality on customer loyalty: the mediating role of customer satisfaction and trust.](#) International Journal of Psychosocial Rehabilitation , 24 (6) pp.12625-12640
- 2020** [Employees usage of communication technology during non-work hours: a study on higher educational institutions In Malaysia.](#) International Journal of Advanced Science and Technology , 29 (9s) pp.476-488
- 2020** [What impact consumers' negative eWOM purchase intention? Evidence from Malaysia.](#) International Journal of Advanced Science and Technology , 29 (9s) pp.310-325
- 2020** [The effects of hedonic, utilitarian and social value on generation Z students' towards e-shopping intention: a mediating role of e- satisfaction.](#) Journal of Critical Reviews , 7 (10) pp.231-238
- 2020** [How to minimize the impact caused by global pandemic in Malaysia.](#) International Journal of Business and Management , 4 (2) pp.22-29
- 2020** [Innovative management practices towards waste reduction in food service establishments of Klang Valley in Malaysia.](#) International Journal of Education and Knowledge Management , 3 (3) pp.1-12
- 2020** [The movement control order \(MCO\) for Covid-19 crisis and its impact on tourism and hospitality sector in Malaysia.](#) International Tourism and Hospitality Journal , 3 (2) pp.1-7
- 2020** [Factors influencing the use of e-wallet as a payment method among Malaysian young adults.](#) Journal of International Business and Management , 3 (2) pp.1-12
- 2020** [The effect of multidimensional perceived value on customer loyalty towards retailers: the mediating role of customer satisfaction.](#) Journal of Talent Development & Excellence , 12 (3s) pp.1763-1777
- 2020** [Authentic leadership effect on pharmacists job stress and satisfaction during COVID-19 pandemic: Malaysian perspective.](#) Talent Development and Excellence , 12 (3s) pp.1824-1841

- 2020** [Consumer behavior towards over the counter medicine purchase the extended theory of planned behaviour.](#) Pakistan Journal of Medical and Health Sciences , 14 (3) pp.1131-1139
- 2020** [Consumers purchase intention of halal brand products in Bosnia and Herzegovina: extension version of theory planned behaviour.](#) International Journal of Islamic Marketing and Branding
- 2020** [Purchase intention towards alternative medicine: a study from consumers' perspective in Malaysia.](#) Iranian Journal of Public Health , 49 (1) pp.193-196
- 2020** [An exploration of the youth's perception toward social entrepreneurship development: evidence from Bangladesh.](#) JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen pp.88-104
- 2019** [Factors affecting purchase behaviour of Shariah compliant hotels: a study from Muslim consumers' perspective.](#) International Journal of Islamic Marketing and Branding , 4 (2) pp.104-123
- 2019** [Determining intention to buy air e-tickets in Malaysia.](#) Management Science Letters , 9 (6) pp.933-944
- 2019** [Impact of ecological factors on nationwide supply chain performance.](#) Ekoloji , 28 (27) pp.695-704
- 2019** [Commodity and financial market trends and the growth of bank assets: the case of equity-based banking.](#) Journal of International Business and Management (JIBM) , 2 (4) pp.1-12
- 2019** [Pharmaceutical marketing ethics in healthcare quality for patient satisfaction: an Islamic approach.](#) International Journal of Pharmaceutical Research , 11 (1) pp.1688-1697
- 2019** [Competitive advantages through IT-enabled Supply Chain Management \(SCM\) context.](#) Polish Journal of Management Studies , 19 (1) pp.464-474
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- 2019** [Risk reduction in online flight reservation: the role of information search.](#) Journal of Reviews on Global Economics , 8 pp.886-899

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- 2019** [Does the retail hypermarket satisfy customers? market assessment in Malaysia.](#) Journal of International Business and Management , 2 (3) pp.1-12
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- 2018** [The determinant factors that influence customers' behavioral intention in property.](#) Asian Journal of Behavioural Studies , 3 (12 (July/August)) pp.161-172
- 2018** [The effect of destination image and personality towards destination choice: a study of Maldives.](#) International Journal of Management and Business Research , 8 (3) pp.237-250
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- 2018** [Factors determinant of patients' satisfaction towards health tourism in Malaysia.](#) International Tourism and Hospitality Journal , 1 (1) pp.1-18

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- 2017** [Firm export market performance: the case in Uganda.](#) Journal of Business and Policy Research , 12 (1) pp.54-71
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- 2017** [Customers' perception towards ethical advertisements: the mediating role of religiosity from the Malaysian perspective.](#) Advanced Science Letters , 23 (9) pp.8535-8540
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- 2017** [Measuring the impact of marketing capability and market control beliefs on marketing strategy intention: a study on travel and tour agents in Malaysia.](#) International Journal of Islamic Marketing and Branding , 2 (2) pp.134-155
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- 2012** [Measuring students' perception towards university selection: an empirical investigation on Malaysian postgraduate students.](#) International Journal of Research In Commerce, Economics & Management , 2 (9) pp.13-20
- 2012** [Critical investigation on adoption of e-business towards Malaysian organizational perspective.](#) Journal of Basic and Applied Scientific Research , 2 (10) pp.10440-10449
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- 2012** [Voluntary sustainability disclosure, revenue, and shareholders wealth- a perspective from Singaporean companies.](#) Business Management Dynamics , 1 (9) pp.6-12
- 2012** [Women involvement in dry fish value chain approaches towards sustainable livelihood.](#) Australian Journal of Business and Management Research , 1 (12) pp.42-58
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- 2011** [Organizational polities on employee performance: an exploratory study on ready made garments employees in Bangladesh .](#) Business strategy series , 12 (3) pp.146-155
- 2011** [Factors influencing employee performance in the organization: an exploratory study of private organization in Bangladesh .](#) International Journal of Contemporary Business Studies , 2 (2) pp.25-39
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- 2011** [An exploratory study on Malaysian consumer's purchase intention: brand, quality and price perspective.](#) Indian Journal of Commerce and Management Studies , 2 (5) pp.1-11
- 2011** [Purchasing behavior for pirated products: a structural equation modeling approach on Bangladeshi consumers.](#) Journal of Management Research , 11 (1) pp.48-58
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- 2011** [Application of ethics in small enterprise: an impirical study on Dhaka city in Bangladesh.](#) Prabandhan , 4 (3) pp.1-11

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- 2010** [Factors influencing consumer ethical decision making of purchasing pirated software: structural equation modelling on Malaysian consumer .](#) Journal of International Business Ethics , 3 (1) pp.30-40
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- 2010** [Islamic banking in Malaysia: a study of attitudinal differences of Malaysian customers.](#) European Journal of Economics, Finance and Administrative Sciences , 18 pp.7-18
- 2010** [Critical factors for diffusion of web technologies for supply chain management functions: Malaysian perspective.](#) European Journal of Social Sciences , 12 (3) pp.490-505
- 2010** [Factors determinants the choice of mobile service providers: structural equation modeling approach on Bangladeshi consumers.](#) Business and Economics Research Journal , 1 (3) pp.17-34
- 2010** [Service quality and customer behavioural intention: a study on Malaysian telecommunication industry.](#) Kegess Journal of Social Sciences , 2 (1) pp.37-49
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- 2009 [Factors affecting Consumers Satisfaction towards Advertising Media: A Comparative Study between Traditional Advertising and Online Advertising in Malaysia](#) . Advances in Management , 2 (5) pp.43-49
- 2009 [Lead time management in the garment sector of Bangladesh: an avenues for survival and growth](#) . European Journal of Scientific Research , 33 (4) pp.617-629
- 2009 [Electronic transaction of internet banking and its perception of Malaysian online customers](#) . African Journal of Business Management , 3 pp.248-259
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- 2009 [Factor influences selection of Islamic banking: a study on Malaysian customer preferences](#) . American Journal of Applied Sciences , 6 (5) pp.922-928
- 2009 [Factors influencing buying behavior of piracy products and its impact to Malaysian market](#) . International Review of Business Research Papers , 5 (2) pp.383-401
- 2009 [Advertising practices and promotion in the Islamic World under the Shariah observation: a case study on Bank Islam in Malaysia](#) . Indian Journal of Marketing , 39 (5) pp.35-40
- 2009 [Factors determinate customer shopping behaviour through Internet: the Malaysian case](#) . Australian Journal of Basic and Applied Sciences , 3 (4) pp.3452-3463
- 2009 [Issues of E-banking transaction: An empirical investigation on Malaysian customers perception](#) . Journal of Applied Sciences , 9 (10) pp.1870-1879

Conference or Workshop Item

- 2020 [The impact of employee job satisfaction on the relationship between HRM practices and organizational commitment: a conceptual study on RMG sector of Bangladesh](#) . In: **8 th Gadjah Mada International Conference on Economics and Business (GAMAICEB) in collaboration with 5 th Gadjah Mada International Conference on Islamic (GAMAICI) on Economics and Development, Accounting and Finance, and Business Research**
- 2020 [Challenging and solutions in attracting and retaining millennial employees during environmental disruption: a developing country perspective](#) . In: **8th Gadjah Mada International Conference on Economics and Business (GAMAICEB) in collaboration with 5 th Gadjah Mada International Conference on Islamic (GAMAICI) on Economics and Development, Accounting and Finance, and Business Research**
- 2020 [Influence of affecting attributes on tourist behavioural intention to visit Malaysia as a halal tourism destination](#) . In: **The 2nd International Conference of World Academy of Islamic Management 2020**
- 2020 [Muslim thoughts on Islamic advertising: the OIC perspective](#) . In: **WAPOR (World Association for Public Opinion Research) Asia 3rd Annual Conference**
- 2020 [Halal supply chain during pandemic](#) . In: **Fifth Gadjah Mada International Conference on Islamic Business Research**
- 2020 [Covid-19 and its socioeconomic impact](#) . In: **Webinar on Covid-19 and its socioeconomic impact**

- 2019 [The impact of strategic human resource management to optimize organizational performance: application of competencies analysis.](#) In: **International Conference on Business Management (IICBM 2019)**
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