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PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	05-Jan-2009
DATE OF APPOINTMENT FOR CURRENT POSITION	11-Mar-2014
DATE OF CONFIRMATION FOR CURRENT POSITION	21-Jul-2016
EDUCATION(S)	• **(2013) VICTORIA UNIVERSITY, MELBOURNE AUSTRALIA** IJAZAH DOKTOR FALSAFAH PENGURUSAN SISTEM MAKLUMAT • **(2008) Universiti Kebangsaan Malaysia** IJAZAH SARJANA Sains Peningkatan Kualiti dan Produktiviti • **(2007) UNIVERSITI KEBANGSAAN MALAYSIA** IJAZAH SARJANA MUDA KOMPUTERAN INDUSTRI • **(2002) Sek. Men. Sains Kuala Terengganu** SPM
GROUP OF EXPERTISE	• Behavioural Studies, Resource Management, Knowledge Management (F0711030101) • Digital Marketing (F0711040303) • Other Entrepreneurial Development N.E.C (F0711050299) • Social Impact of ICT (Including ICT for Social Transformation, Digital Divide and E-Inclusion-Community, Social Impact of IT on Youth, Telecommuting and Teleworking) (F0708011405)
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) tahun 2020 (2021)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Gemilang Universiti tahun 2019 kategori Penyelidikan dan Inovasi (2020)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Gemilang Universiti tahun 2019 kategori Penerbitan (2020)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Gemilang UMK Tahun 2017 - Penerbit Harapan (2018)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang 2015 (2016)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• Practical student | En Ismail, Pusat Pengetahuan Teknologi dan Komunikasi, HUSM Kubang Kerian,16150 Kota Bharu, Kelantan 17-Jun-2006 - 01-Dec-2008 • Grant Research Assistance | Dr Zainol Mustafa, Faculty of Mathematical Sciences, UKM, bangi, Selangor 01-Feb-2008 - 30-Jun-2008 • Relief Teacher | Pengetua, Sek Men Keb Long Yunus, 16500 Bachok, Kelantan 29-Jul-2008 - 18-Sep-2008
PROFESSIONAL MEMBERSHIP(S)	• LEMBAGA TEKNOLOGIS MALAYSIA | MEMBER | NATIONAL 08-Oct-2025 - 08-Oct-2124

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• ACS2013 - LOGISTICS AND DISTRIBUTIVE TRADE • ACS3033 - E-COMMERCE • ACS4112 - RESEARCH PROJECT (COMMERCE I) • ACS4113 - RESEARCH PROJECT (COMMERCE II) • AES 50503 - RESEARCH METHODOLOGY • APT2043 - APPLICATION OF INFORMATION TECHNOLOGY FOR BUSINESS • APT3073 - RESEARCH METHODOLOGY • APT4098 - PRACTICAL TRAINING • ARS3053 - RETAIL TECHNOLOGY • ATF10403 - PRINCIPLES OF MARKETING • GSE7103 - INNOVATION AND NEW VENTURE CREATION • GST5083 - INFORMATION SYSTEMS & ELECTRONIC COMMERCE • GST7084 - BUSINESS RESEARCH METHODOLOGY • GST7097 - PROJECT PAPER • GST81115 - CONSULTANCY & TRAINING 1 • GST8123 - SEMINAR ADVANCED RESEARCH METHODOLOGY / CASE METHODOLOGY • GST81740 - DISSERTATION • HPT20303 - TECHNOLOGY AND INFORMATION IN BUSINESS • JIT21503 - INFORMATION TECNOLOGY PROJECT MANAGEMENT

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Che Nawi N.B., Husin, H. S., Said Al-Jahwari, N., Zainuddin, S. A., Khan, NU, Hassan A. A., Wan Suzanna Aafanii Adeeba Wan Ibrahim, Mohamed, Amaal Fadhlini, Mohd Nasir N.S., Muhamad Hasan, M. Z.. (2024-01-30). The path to sustainability begins with going paperless: Antecedents of intention to use electronic wallet using serial mediation approach. Heliyon , Vol. 10 (2) . https://doi.org/10.1016/j.heliyon.2024.e24127 2. Noorshella Che Nawi, Mamun, Abdullah, Hayat, Naeem, Yang, Qing. (2024). Attitude of Fashion consumers toward the IoT: estimating consumer hedonic and utilitarian shopping motivations. Journal of Ambient Intelligence and Humanized Computing , Vol. 15(1) , pp. 751 - 763. https://doi.org/10.1007/s12652-023-04733-3 3. Permarupan P.Y., Saufi R.A., Aidara, Samsidine, Nawi, N.B.C., Zainol, N.R.B., Jothi, Braveena. (2024). Human Resource Management Practices Toward Job Satisfaction and Employee Intention to Leave Academic Institutions. , Vol. 38 , pp. 531 - 542. https://doi.org/10.1007/978-981-99-6909-8_47 4. Nawi N.C., Al Mamun A., Nasir N.A.M., Rahman, M. K.. (2023). Analyzing customer acceptance of the internet of things (IoT) in the retail industry. Journal of Ambient Intelligence and Humanized Computing , Vol. 14(5) , pp. 5225 - 5237. https://doi.org/10.1007/s12652-022-04383-x 5. Saufi R.A., Che Nawi N.B., Permarupan P., Zainol, N.R., Aidara S., Kakar A.S., Jothi B.A.P.. (2023). Academic Person-Environment Fit towards Sustainable Work-Life Balance and Reduced Turnover Intention Moderated by Job Opportunities. Sustainability (Switzerland) , Vol. 15(4) , pp. 29-42. https://doi.org/10.3390/su15043397 6. Zainuddin, S. A., Abdullah B., Nasir N.A.M., Abdullah, T., Nawi N.C., Patwary A.K., Hashim N.A.A.N.. (2023). Sustainable risk management practice in the organization: a Malaysian case study. Environmental Science and Pollution Research , Vol. 30(9) , pp. 24708 - 24717. https://doi.org/10.1007/s11356-022-23897-7 7. Zainuddin, S. A., Abdullah B., Nasir N.A.M., Abdullah, T., Nawi N.C., Patwary A.K., Hashim N.A.A.N.. (2023). The institutionalization and processual element of sustainable operational risk management as a best practice in the government-linked organization: a case study in Malaysia. Environmental Science and Pollution Research , Vol. 30 (12) , pp. 33756 - 33766. https://doi.org/10.1007/s11356-022-24385-8 8. Rahman, M. K., Zainol, N.R., Nawi N.C., Patwary A.K., Zulkiffli, W.F.W., Haque M.M.. (2023). Halal Healthcare Services: Patients¿ Satisfaction and Word of Mouth Lesson from Islamic-Friendly Hospitals. Sustainability (Switzerland) , Vol. 15(2) . https://doi.org/10.3390/su15021493 9. Yang M., Jaafar N., Al Mamun A.,, Salameh A.A., Nawi N.C.. (2022-12). Modelling the significance of strategic orientation for competitive advantage and economic sustainability: the use of hybrid SEM¿neural network analysis. Journal of Innovation and Entrepreneurship , Vol. 11 (1) , pp. 11, Issue 1December 2022 Article number. https://doi.org/10.1186/s13731-022-00232-5 10. Nawi N.C., Al Mamun, A, Hayat, N., Seduram, L. (2022-01). Promoting Sustainable Financial Services Through the Adoption of eWallet Among Malaysian Working Adults. SAGE Open , Vol. 12 (1) . https://doi.org/10.1177/21582440211071107 11. Xia Chen, Muhammad Khalilur Rahman, Md. Sohel Rana, Md. Abu Issa Gazi, Md Atikur Rahaman, Noorshella Che Nawi. (2022-01). Predicting Consumer Green Product Purchase Attitudes and Behavioral Intention During COVID-19 Pandemic. Frontiers in Psychology , Vol. 12 , pp. 1-10. https://doi.org/10.3389/fpsyg.2021.760051 12. Nawi, N.B.C., Mamun, Abdullah Al, Hassan, Ariezal Afzan, Wan Suzanna Aafanii Adeeba Wan Ibrahim, Mohamed, Amaal Fadhlini, Permarupan, P.Yukthamarani. (2022). Agro-Entrepreneurial Intention among University Students: a study under the premises of Theory of Planned Behavior. SAGE Open , Vol. 12 (1) . https://doi.org/10.1177/21582440211069144 13. Khan, NU, Cheng J., Yasir M., Saufi R.A., Nawi N.C., Bazkiaei, H. A.. (2022). Antecedents of Employee Green Behavior in the Hospitality Industry. Frontiers in Psychology , Vol. 13 . https://doi.org/10.3389/fpsyg.2022.836109 14. Nawi, N.B.C., Mamun A.A., Hayat, N., Mohiuddin M.. (2022). Sustainable Customer Retention: A Study on Social Media Marketing Activities, Brand Equity and Smartphone Purchase Intention among Generation Y. Vision . https://doi.org/10.1177/09722629221096793 15. Aidara S., Mamun A.A., Nasir N.A.M., Mohiuddin M., Nawi N.C., Zainol, N. R.. (2021-01). Competitive advantages of the relationship between entrepreneurial competencies and economic sustainability performance. Sustainability (Switzerland) , Vol. 13 (2) , pp. 1 - 19. https://doi.org/10.3390/su13020864 16. Yang M., Al Mamun A., Mohiuddin M., Mohiuddin M.,, Nawi N.C., Zainol, N. R.. (2021-01). Cashless transactions: A study on intention and adoption of e-wallets. Sustainability (Switzerland) , Vol. 13 (2) , pp. 1 - 18. https://doi.org/10.3390/su13020831 17. Nawi, N.B.C., Mamun A.A., Isa Yusoff Y.Z.M, Salameh A.A., Muhammad, M. Z., Hayat, N.. (2021). Motivation towards adoption of internet of things (Iot) services in retailing among malaysian youth. Malaysian Journal of Consumer and Family Economics , Vol. 26 , pp. 158 - 180.

18. Nawi N.C., Ghani, N.H.A, Abdullah, A., Alareeni, B., Shuhada Deraman S.N., Hasan, M. Z. M., Zaato, S.G.. (2021). Social Media Marketing to Enhance Customer Equity on Fashion Apparel Brand among University Students. Journal of Information Technology Management , Vol. 13(2) , pp. 75-92. https://doi.org/10.22059/jitm.2021.80356
19. Nawi, N.B.C., Mamun A.A., Nasir N.A.M., Hamsani N.H.. (2021). Examining the risk factors affecting the image of online stores in Malaysia. International Journal of Electronic Marketing and Retailing , Vol. 12 (2) , pp. 156 - 170. https://doi.org/10.1504/IJEMR.2021.114244
20. Mamun A.A., Nawi N.C., Hayat, N., Zainol, N.R.B.. (2020-12-02). Predicting the purchase intention and behaviour towards green skincare products among Malaysian consumers. Sustainability (Switzerland) , Vol. 12 (24) , pp. 1-18. https://doi.org/10.3390/su122410663
21. Abdullah Al Mamun, Nawi, N.C, Naeem H., Zainol, N.R.. (2020-12). Predicting the Purchase Intention and Behaviour towards Green Skincare Products among Malaysian Consumers. Sustainability (Switzerland) , Vol. 12 (24) , pp. 1-18. https://doi.org/10.3390/su122410663
22. Naeem H., Al Mamun, A., Nasir, N.A.M., Selvachandran, G., Nawi, N.B.C., Gai, Q.S.. (2020-08). Predicting Sustainable Farm Performance¿Using Hybrid Structural Equation Modelling with an Artificial Neural Network Approach. Land , Vol. 9(9) . https://doi.org/10.3390/LAND9090289
23. Noorshella Che Nawi, Abdullah Al Mamun, Syed Ali Fazal, Shah Iskandar Fahmie Ramlee, Muhammad Ashlyzan Razik. (2020-01). Factors affecting brand image and commitment among the air travellers in Malaysia. Middle East Journal of Management , Vol. 7(6) , pp. 631-646.
24. Mamun, A.A., Mohan, K.M., Nawi N.C., Masud, M.M., Muniady, R., Zainol, N.R.. (2020-01). Environmentally Friendly Business Practices among Low-Income Households in Rural Peninsular Malaysia. Sustainability (Switzerland) , Vol. 12 . https://doi.org/10.3390/SU12187338
25. Nawi, N.C., Abdullah A. A., Daud, R.R.R., Nasir, N.A.M.. (2020-01). Strategic Orientations and Absorptive Capacity on Economic and Environmental Sustainability: A Study among the Batik Small and Medium Enterprises in Malaysia. Sustainability (Switzerland) , Vol. 12(21) , pp. 1-16. https://doi.org/10.3390/su12218957
26. Al Mamun A., Che Nawi N.B., Nasir N.A.B.M., Fazal S.A.. (2020). Social Media and Consumer Engagement: The Case of Malaysian Student Entrepreneurs. Journal of Asia-Pacific Business , pp. 1-22. https://doi.org/10.1080/10599231.2020.1783972
27. Husin S.S., Rahman, AAA, Mukhtar, D., Nawi N.C.. (2020). A systematic literature review on business model innovation: Industrial, methodology & positioning gaps. International Journal of Innovation, Creativity and Change , Vol. 10(10) , pp. 201-220.
28. Muhammad, N.M.N., Ridzwan, R., Rahman, AAA, Nawi N.C.. (2020). Investigating resource orchestration affect the performance of young entrepreneurs in malaysia for entrepreneurial success. International Journal of Criminology and Sociology , Vol. 9 , pp. 2146-2151. https://doi.org/10.6000/1929-4409.2020.09.253
29. Solomon Gbene Zaato, Mohammad Ismail, Noorshella Che Nawi, Sathiswaran Uthamaputran, Mohd Ikhwan Aziz. (2023). Women Micro-Enterprises Performance, Role of Social Capital, Locus of Control and Institutional Support on Entrepreneurial Orientation Nexus. A Conceptual Perspective. International Journal of Business and Management , Vol. 7(3) , pp. 18-23. https://doi.org/10.26666/rmp.ijbm.2023.3.4
30. Noorul Azwin Md Nasir, Hafiza Aishah Hashim, Noorshella Che Nawi, Mohd Nor Hakimin Yusoff, Nur Athirah Mohd Aluwi. (2021-09-30). Enhancing Financial Reporting Quality through Corporate Ethics Commitment. Accounting and Finance Review , Vol. 6(2) , pp. 84-94.
31. Azwan Abdullah, Muhammad Zulfaris Mohd Salleh, Noorshella Che Nawi, Mohd Nazri Zakaria, Adibah Alawiah Osman. (2021-04). Does Customer Knowledge on Islamic Financial Planning is Crucial for Islamic Credit Cards Users?. Turkish Journal of Computer and Mathematics Education , Vol. 12(3) , pp. 2592-2596.
32. Zailani Abdullah, Noorshella Che Nawi. (2021). An Overview of Covid-19 Impacts on Commercial E-Commerce Platforms in Southeast Asia Region. International Journal of Entrepreneurship and Business Development , Vol. 4 (1) , pp. 55-58.

1. Daud, N. I. M., Mohd F., Nawi N.C., Ibrahim M.A.H., Tan, W. H., Zainuddin Z.F., Mohd Yussoff N.H.. (2023). Bibliometric Analysis of Optimization in Sports from 2011 to 2020 Using Scopus Database. In Lecture Notes in Networks and Systems , pp. 689 - 7012. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08084-5_50
2. Nadzirah Mohd Said, Noorshella Che Nawi, Noorul Azwin Md Nasir, Wan Farha Wan Zulkiffli, Farah Hanan Muhamad. (2023). Intention Towards Using Loan in Income Generating Activities: A Conceptual Study Among Poor and Low-Income Households. In Lecture Notes in Networks and Systems , pp. 1361-1369. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08954-1_117
3. Hong, L.M., Zulkiffli, W.F.W., Nawi N.C., Md Radzi, S.N., Redzuan R.H.. (2023). The Chronology of Impulse Buying Behaviour. In Lecture Notes in Networks and Systems , pp. 363 - 374. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_24
4. Nawi N.C., Al Mamun, A., Ramlee, S.I.F., Nasir W.M.N.W.M., Radzi, M.S.N.M., Rahman, A.A.A.. (2023). Determinants of Electronic Word of Mouth and the Mediating Effect of Brand Image Among Airline Customers in Malaysia. In Lecture Notes in Networks and Systems , pp. 603-617. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_40
5. Saipuddin S.A.A., Nawi N.C., Nasir W.M.N.W.M., Nasir NAM, Md Zin M.Z., Aleereni B.. (2023). Factor Accepting Internet of Things (IoT) Among Generation Y. In Lecture Notes in Networks and Systems , pp. 105-115. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_7
6. Roselina A.S., Nawi N.C., Zainol, N. R., Permarupan P.Y.. (2023). Dynamism of HR strategy through academic person-environment fit towards sustaining work life balance and reducing intention to leave: A review. In AIP Conference Proceedings . American Institute of Physics Inc.. https://doi.org/10.1063/5.0117779
7. Hong, L.M., Nawi N.C., Zulkiffli, W.F.W.. (2023). The effect of utilitarian-based online store attributes, hedonic-based online store attributes, and online review towards online impulse buying behaviour in Malaysia: A review. In AIP Conference Proceedings . American Institute of Physics Inc.. https://doi.org/10.1063/5.0117276
8. Hazrina Hasbolah, Syamsuriana Sidek, Norazlinda Mohamed Rosdi, Nurul Azwa Mohamed Khadri, Yusrinadini Zahirah Md Isa Yusuff, Zailani Abdullah, Noorshella Che Nawi. (2023). The Impetus for Embracing Cyber Entrepreneurship Intention Among Small Businesses. In InCEBT: International Conference on Entrepreneurship, Business and Technology , pp. 619¿631. Springer Singapore. https://doi.org/10.1007/978-981-99-2337-3_53
9. Daud, R.R.R., Nasir NAM, Nawi N.C., Al-Mamun A., Aidara S.. (2022). Strategic Orientations and Absorptive Capacity on Competitive Advantage Among the Batik SMEs in Malaysia. In Lecture Notes in Networks and Systems , pp. 705 - 724. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08087-6_49

PROCEEDING(S)	10. Aidara S., Nasir NAM, Al Mamun A., Nawi, N.B.C.. (2022). Factors Affecting Socioeconomic Performance of Informal Micro and Small Enterprises in Senegal. In Lecture Notes in Networks and Systems , pp. 627 - 648. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08087-6_45 11. Saidatul Affah Auni Saipuddin, Noorshella Che Nawi. (2022). Factor Accepting Internet of Things (IoT) among Online Shoppers in Malaysia. In FKP Postgraduate Colloquium , pp. 239-245. FKP, UMK. 12. Noorul Azwin Md Nasir, Noorshella Che Nawi, Siti Afiqah Zainuddin, Wan Farha Wan Zulkifli, Tahirah Abdullah. (2022). Automated e-Rubric Calculator for Final Year Project Assessment. In International University Carnival on E-Learning (IUCEL) , pp. 679-682. Centre for Academic Development (CADe). 13. Tahirah Abdullah, Siti Afiqah Zainuddin, Nur Farahiah Azmi, Noorul Azwin Md Nasir, Siti Nurul Shuhada Deraman, Noorshella Che Nawi, Siti Rohana Mohamad, Wan Farha Wan Zulkiffli. (2022). Teaching and Learning Financial Management Course Using e-Whiteboard. In INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) PROCEEDINGS 2022 - INNOVATING EDUCATION FOR A BETTER TOMORROW . Centre for Academic Development (CADe), Universiti Putra Malaysia. 14. Abdghani, N.H., Nawi N.C., Rahman A.A.A.. (2021-07). Sources of brand equity: An investigation in SMEs context. In AIP Conference Proceedings . American Institute of Physics Inc.. https://doi.org/10.1063/5.0053477 15. Zaki M.H.M., Noorshella Che Nawi, Azwan A., Rahman, AAA, Mahathir M.. (2021-07). Self-esteem and perceived academic control towards well-being emotion among wellness students. In AIP Conference Proceedings . American Institute of Physics Inc.. https://doi.org/10.1063/5.0051937 16. Mohd Nazri Zakaria, Aisyah Bahiah Aidul Bahrein, Noorshella Che Nawi, Azwan Abdullah. (2021-03). Social Entrepreneurship Intention: A PLS-SEM Approach. , pp. 1536-1549. Springer. 17. Salleh, M. Z. M., Abdullah, A., Nawi N.C.. (2021). Assessing the Islamic Credit Card Users¿ Satisfaction on Paying Zakat: Issues in Achieving. In Lecture Notes in Networks and Systems , pp. 1654 - 1659. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-69221-6_121 18. Muhamad, F.H., Muhammad, M. Z., Nawi N.C., Hairani N., Ahmad W. A. W. (2021). An Empirical Analysis on Customer Satisfaction in Takaful Products. In Lecture Notes in Networks and Systems , pp. 478-490. Springer Nature. 19. Nawi N.C., Al Mamun A., Daud, R.R.R., Nasir N.A.M.. (2021). Factors Affecting Competitive Advantages Among the Batik SMEs in Malaysia. In Lecture Notes in Networks and Systems , pp. 1131 - 1145. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-69221-6_85 20. Farah Hanan Muhamad, Mohd Zulkifli Muhammad, Noorshella Che Nawi, Hazriah Hasan, Siti Rohana Mohamad. (2021). The Usage of Cashless Transaction in University Community in Pengkalan Chepa City. In Lecture Notes in Networks and Systems , pp. 1988¿1998.. The International Conference on Business and Technology (ICBT 2020). https://doi.org/https://dx.doi.org/10.1007%2F978-3-030-69221-6_143 21. Solomon Gbene Zaato, Mohammad Ismail, Sathiswaran Uthamaputran, Noorshella Che Nawi, Wilberforce Owusu-Ansah, Joseph Owusu. (2020). The Influence of Entrepreneurial Orientation on SMEs Performance in Ghana with Social Capital as a mediator and Government Support Policies as moderator.. In 8th International Seminar of Entrepreneurship and Business (ISEB 2020) , pp. 273-301. Penerbit UMK. 22. Azwan Abdullah, Muhammad Zulfaris Mohd Salleh, Noorshella Che Nawi, Mohd Nazri Zakaria, Mohd Afifie Mohd Alwi, Mohd Ikhwan Aziz, Hasannuddiin Hassan. (2020). ISLAMIC FINANCIAL PLANNING: ASSESSING THE ISLAMIC CREDIT CARD USERS¿ COMPLIANCE ON PAYING ZAKAT. In 8th International Seminar of Entrepreneurship and Business (ISEB 2020) , pp. 514-520. Penerbit UMK.
BOOK(S)	1. Wan Farha Wan Zulkifli, Mohammad Ismail, Razman Hafifi Redzuan, Noorshella Che Nawi, Nadzirah Mohd Said. (2025-12). Modul 4 Pemasaran dan Jualan. UMK Press. 2. Nor Hafiza Othman, Hasnita Che Harun, Noorul Azwin Md Nasir, Muhammad Najmi Mohd Masri, Noorshella Che Nawi, Wan Farha Wan Zulkiffli, Nik Nur Azwanida Zakaria, Suhaila Abdul Kadir, Ahmad Zaki Amiruddin, Nor Diyana Mustapa, Suraya Sukri, Rosmira Ayub, Rosazura Safian, Nur Shairah Mohd Bazli. (2025-05). Navigating Open and Distance Learning: A Guide for UMK Student (Postgraduate Academic Programme by Coursework). UMK Corporate Publication. 3. Nik Maheran Nik Muhammad, Roselina Ahmad Saufi, Hanisa Hassan, Seri Intan Mokhtar, Mohamad Faiz Mohd Amin, Shardy Abdullah, Burhan Che Daud, Ng Siew Foen, Nooraini Yusoff, An'amt Mohamed Noor, Tan Tse Guan, Khairiyah Mat, Derweanna Bah Simpong, Muhammad Azwadi Sulaiman, Siti Afiqah Zainuddin, Ruhil Hayati Hamdan, Noorzamzarina Sulaiman, Ramly Hasan, Liyana Ahmad Afip, Dzulkifli Mukhtar, Noorshella Che Nawi, Nor Fadhilah Kamaruzzaman, Noor Janatun Naim Jemali, Mohammad Rusdi Mohd Nasir, Yohan Kurniawan, Mohd Zaimmudin Mohd Zain, Zulhisyam Abdul Kari, Suchi Hassan, Mohd Hazim Mohamad Amini, Nurul Izrin Md Saleh. (2024-03-04). Peraturan Akademik Pengajian Siswazah Secara Penyelidikan Edisi Kelima. Perpustakaan Negara Malaysia. 4. Hasnita Che Harun, Nor Hafiza Othman, Noorul Azwin Md Nasir, Muhammad Najmi Mohd Masri, Nik Nur Azwanida Zakaria, Nor Diyana Mustapa, Suraya Sukri, Suhaila Abdul Kadir, Ahmad Zaki Amiruddin, Rosazura Safian, Tuan Norhaslan Tuan Seman, Nur Shairah Mohd Bazli, Noorshella Che Nawi, Mohd Radyi, Siti Amaliya, Siti Shukhaila Binti Shaharuddin, Murshidah Mohd Asri, Nur Hafizah Muhammad, Norfadhilah Ibrahim, Marwan Ismail, Siti Bahirah Saidi, Syed Muhammad Al-Amsyar Syed Abd Kadir, Ismi Luqman Hamadi Ibrahim, Mohammad Syukran Bin Kamal Ruzzaman, Nur Hafiza binti Tengku Mohd Zahid, Siti Hajar binti Mohamed Mokhtar, Norsolehah binti Abdul Wahab. (2024). Garis Panduan Pembangunan dan Pelaksanaan Pembelajaran Terbuka dan Jarak Jauh Universiti Malaysia Kelantan (UMK). Penerbitan Korporat UMK. 5. Naeem Hayat, Noorshella Che Nawi. (2024). Contemporary Issues in Entrepreneurship and Innovative Technology. Springer Cham. 6. Noorshella Che Nawi, Naeem Hayat, Dzulkifli Mukhtar. (2024). Malaysian Women Entrepreneurs: Breaking the Barriers (Student¿s Edition). UMK Press. 7. Noorshella Che Nawi, Naeem Hayat, Dzulkifli Mukhtar. (2024). Malaysian Women Entrepreneurs: Breaking the Barriers (Lecturer's Edition). UMK Press. https://doi.org/978-629-489-025-1 8. Noorshella Che Nawi, Siti Afiqah Zainuddin, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Syafawati Abd Rahman, Noorul Azwin Md Nasir, Siti Salwani Abdullah, Ahmad Ridhuwan Abdullah, Noor Raihani Zainol, Nurul Azwa Mohamed Khadri, Yusrinadini Zahirah Md. Isa@Yusuff, Wan Farha Wan Zulkifli, Syamsuriana Sidek, Mohd Asrul Hery Ibrahim, Ikarastika Rahayu Abdul Wahab, Fadhilahanim Aryani Abdullah, Nurul Hafizah Mohd Yasin, Derweanna Bah Simpong, Naziatul Aziah Mohd Radzi. (2022). Keusahawanan dan Kepimpinan Wanita: She Believed, She Could, So She Did.. UMK Press. 9. Noorlisa Maria Abdul Hamid Shokery, Noorshella Che Nawi, Noorul Azwin Md Nasir. (2020). THE ACCEPTANCE OF SOCIAL MEDIA FOR ONLINE BUSINESS AMONG STUDENT ENTREPRENEURS. Penerbit Universiti Malaysia Kelantan.

CHAPTER(S)	1. Diansyah R., Noorshella Che Nawi, Siti Afiqah Zainuddin. (2026). Global Research Trends in E-learning Adoption: A Bibliometric Analysis. In Behavioral Economics and Computational Intelligence for Sustainable Decision Making (pp. 57-69). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-032-04174-6_7 2. Noorshella Che Nawi, Hayat N., Ariezal Afzan Hassan, Noormariana Mohd Din, Wan Suzanna Aafanii Adeeba Wan Ibrahim. (2026). How Values-Beliefs-Norms Shape the Green Entrepreneurship Intention of Women Graduate Students: Evidence from Malaysia. In Behavioral Economics and Computational Intelligence for Sustainable Decision Making (pp. 521-531). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-032-04174-6_49 3. Siti Afiqah Zainuddin, AlJahsh, Muhammad Ahmad Ibrahim, Tahirah Abdullah, Noorul Azwin Md Nasir, Noor Raihani Zainol, Noorshella Che Nawi, Ahyaruddin, Muhammad, Yiannaki, Simona Mihai. (2025). 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RESEARCH(S)	1. APLIKASI SMART MAPPING SISTEM UNTUK PENGESANAN LOKASI TERBAIK MEMBINA RUMAH BURUNG WALET | MEMBER | UMK-FUND | 2020 2. CORPORATE ETHICS COMMITMENT INDEX TO ENHANCE FINANCIAL REPORTING QUALITY FOR PUBLIC LISTED COMPANIES IN MALAYSIA | MEMBER | FRGS | 2020 3. COVID-19 AND E-WALLET USAGE INTENTION: MULTIGROUP ANALYSIS BETWEEN BANGLADESH AND MALAYSIA | HEAD | UMKRS | 2020 4. DEVELOPING A WASTE MANAGEMENT COMMITMENT INDEX TO PROMOTE GREEN ACCOUNTING AMONG ENTREPRENEURS IN KELANTAN | MEMBER | UMK-PRO | 2022 5. DEVELOPING OF BRAND LOYALTY TOWARDS EWOM IN SOCIAL MEDIA: THE MEDIATING ROLE OF PERCEIVED SOCIAL MEDIA MARKETING | MEMBER | UMK-FUND | 2020 6. DYNAMISM OF HR STRATEGY THROUGH ACADEMIC PERSON-ENVIRONMENT FIT TOWARDS SUSTAINING WORK LIFE BALANCE AND REDUCING INTENTION TO LEAVE | MEMBER | FRGS | 2020 7. DEVELOPING A COMPREHENSIVE RURAL ENTREPRENEURSHIP MODEL FOR POVERTY ERADICATION (REMODE) | MEMBER | NRGS | 2013 8. DEVELOPING A MINIMUM STANDARD OF ENVIROMENTAL PRACTICES FOR LOCAL HOMESTAY PROVIDERS TO IMPLEMENT GREEN PRACTICES | MEMBER | PRGS | 2022 9. DEVELOPING CUSTOMER'S EQUITY AND PURCHASE INTENTION THROUGH SOCIAL MEDIA MARKETING ACTIVITIES IN FASHION INDUSTRY | MEMBER | SGJP | 2017 10. DEVELOPING GREEN WASTE MANAGEMENT INDEX IN PROMOTING GREEN ACCOUNTING AMONG ENTREPRENEURS IN KELANTAN | MEMBER | PRGS | 2022 11. DEVELOPING THE MODEL OF SOCIAL MEDIA MARKETING AND CONSUMER-BRAND RELATIONSHIPS (CBR) TOWARDS SMES BRAND EQUITY | MEMBER | FRGS | 2020 12. DEVELOPING A MINIMUM STANDARD OF ENVIRONMENTAL PRACTICES (MSOEP) FOR LOCAL HOMESTAY PROVIDERS TO IMPLEMENT GREEN PRACTICES | MEMBER | UMK-PRO | 2022 13. ENTREPRENEURIAL EDUCATION, COMPETENCIES AND STUDENTS' CAREER CHOICE: A STUDY AMONG COMMERCE GRADUATES IN MALAYSIA | HEAD | FRGS | 2014 14. ERASMUS | HEAD | GERAN ANTARABANGSA | 2020 15. EXPLORING MULTIDIMENSIONAL CHILD POVERTY IN RURAL KEDAH, KELANTAN, AND PERLIS: CONCEPTUALISING A SOCIAL BUSINESS MODEL | MEMBER | UMK-MATCH | 2022 16. GREEN ENTREPRENEURSHIP TRAINING PROGRAMME AMONG UNIVERSITY STUDENTS | MEMBER | UMK-COM | 2022 17. GREEN ENTREPRENEURSHIP TRAINING PROGRAME AMONG UNIVERSITY STUDENT | MEMBER | UMKSIR | 2022 18. INCREASING INCOME, INCLUSIVENESS AND SUSTAINABILITY OF BUMIPUTERA ENTREPRENEURSHIP AND BUMIPUTERA COMMERCIAL AND INDUSTRIAL COMMUNITY | MEMBER | SGJP MYRA USM | 2017 19. INVESTIGATING THE PRODUCT QUALITY ATTRIBUTES THAT INFLUENCES CUSTOMER SATISFACTION OF ONLINE SHOPPING PRODUCTS | MEMBER | SGJP | 2017 20. KETUA PENYELIDIK BAGI KAJIAN KES USAHAWAN WANITA - PROGRAM KERJASAMA ANTARA UNIVERSITI MALAYSIA KELANTAN (UMK) DAN WOMEN LEADERSHIP FOUNDATION (WLF) | HEAD | UMK | 2022 21. MICROFINANCE AND POVERTY ALLEVIATION IN KELANTAN AND SARAWAK | MEMBER | SGJP MYRA USM | 2017 22. ONLINE STORE IMAGE AFFECT ON PERCEIVED RISKS TOWARDS ONLINE PURCHASING BEHAVIOR | MEMBER | SGJP | 2017 23. OPTIMIZING THE SEPAK KUDA SERVICES: FOR REGU EVENT IN SEPAKTAKRAW GAMES | MEMBER | UMK-FUND | 2020 24. PEMBANGUNAN PROTOTAIP KEPADA USAHAWAN KELAINAN UPAYA (OKU) "SMART 3 WHEEL BIKE" | MEMBER | PRGS | 2020 25. THE ROLES OF ISLAMIC RELIGIOSITY, BRAND IMAGE AND KNOWLEDGE ON THE RELATIONSHIP BETWEEN PERCEIVED VALUE AND TOURIST SATIFASTION IN MALAYSIA | MEMBER | SGJP | 2017
	• **DEVELOPING INTERNET OF THING (IOT) CONSUMER ACCEPTANCE MODEL IN THE ONLINE SHOPPING AMONG GENERATION Y** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **ENTREPRENEURS ORIENTATION, ADOPTION OF SOCIAL MEDIA AND PERFORMANCE: A STUDY AMONG ONLINE ENTREPRENEURS IN MALAYSIA** | CO SUPERVISOR FOR A PHD'S STUDENT • **FACTOR INFLUENCING ONLINE IMPULSE BUYING BEHAVIOUR: MEDIATING BY ATTITUDE TOWARDS ONLINE SHOPPING** | CO SUPERVISOR FOR A PHD'S STUDENT • **FACTORS AFFECTING CONSUMERS PUCHASE INTENTION OF HERBS BASE PRODUCT VIA SOCIAL MEDIA NETWORK** | CO SUPERVISOR FOR A PHD'S STUDENT

SUPERVISION	• **HUMAN ORGANIZATION TECHNOLOGY (HOT FIT) MODEL APPLICATION IN E-GOVERMENT FOR THE EVALUATION OF THE DAPODIK APPLICATION IN PEKANBARU** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **IMPACT OF INTERNET IN MANAGEMENT ACCOUNTING OF CHINESE UNIVERSITIES:SIGNIFICANCE AND PRACTICE** | CO SUPERVISOR FOR A PHD'S STUDENT • **INTENTION AN BEHAVIOUR TOWARDS ENVIRONMENTLY FRIENDLY MEANS TO REDUCE UNEMPLOYMENT RATE AMONG MALAYSIAN GRADUATES** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **Impak Covid-19 Terhadap Sektor Perhotelan Negeri Kelantan** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **Linkage Between Digital Marketing Impact With Mediating Effect Of Artificial Intelligence Adoption Towards Sme Development Industry In Malaysia** | CO SUPERVISOR FOR A PHD'S STUDENT • **RESEARCH ON APP ONLINE IMPULSE BUYING BASED ON THE COMBINATION OF QOE AND TAM** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **RESEARCH ON THE MANAGEMENT SYSTEM OF YOUNG TEACHERS IN APPLIED UNIVERSITIES-BASED ON THE PERSPECTIVE OF PERFORMANCE MANAGEMENT** | CO SUPERVISOR FOR A PHD'S STUDENT • **THE EFFECT OF CORPORATE ENTREPRENEURSHIP ON COMPETITIVENESS AND FINANCIAL PERFORMANCE: THE STUD ON SME OWNED BY BUMIPUTERAS IN MALAYSIA** | CO SUPERVISOR FOR A PHD'S STUDENT • **THE EFFECTIVENESS OF USER EXPERIENCE (UX) ON MARKETING STRATEGY TO ACCELERATE CYBERPREBEUERSHIP USAGE AMONG MALAYSIAN SMALL MEDIUM ENTERPRISE** | CO SUPERVISOR FOR A PHD'S STUDENT • **THE FACTOR INFLUENCE E-LEARNING ADOPTION BEHAVIOUR IN INDONESIA** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **THE FACTORS THAT EFFECT INTENTION TO USE CLOUD ACCOUNTING SYSTEM IN SMALL AND MEDIUM ENTERPRISE BUSINESS INCUBATOR PROGRAMMES IN MALAYSIA** | CO SUPERVISOR FOR A PHD'S STUDENT • **THE IMPACT OF TAKE-AWAY 020 MODE TO CATERING INDUSTRY OF LATE-NIGHT SNACK IN XI'AN, CHINA** | CO SUPERVISOR FOR A MASTER'S STUDENT • **THE STUDY ON THE ADOPTION OF ACCOUNTING INFORMATION SYSTEM (AIS) IN PRIVATE HIGHER LEARNING INSTITUTIONS IN INDONESIA** | CO SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	• Product Name: WRITER BOOSTER Award: GOLD Role: Member Exhibition Name: CRI 2021 • Product Name: GET YOUR BOOKS Award: GOLD Role: Head Exhibition Name: IUCEL 2021 • Product Name: Bibliometric Analysis Of Optimization In Sports From 2011 To 2020 Using Scopus Database Award: SPECIAL Role: Member Exhibition Name: The 9th ISEBT 2021 • Product Name: SUBMIT: A MOBAGOGY-BASED TECHNOLOGY IN ORGANISING TASK DUE DATES Award: SILVER Role: Member Exhibition Name: IUCEL 2022 • Product Name: AUTOMATED E-RUBRIC CALCULATOR FOR FINAL YEAR PROJECT ASSESSMENT Award: SILVER Role: Member Exhibition Name: IUCEL 2022 • Product Name: Poster Aplikasi WaletApps Pengesanan Lokasi Burung Walet Award: SILVER Role: Member Exhibition Name: CRI 2019 • Product Name: Accounteam: A collaborative micro-credential for non-accounting students Award: SILVER Role: Member Exhibition Name: CRI 2023 • Product Name: PROGRAM OF INNOVATIVE MILLENNIA COOPERATIVE ENTREPRENEUR Award: SILVER Role: Member Exhibition Name: InaRIC • Product Name: IMPLEMENTING AN APPLICATION OF RADIO FREQUENCY IDENTIFICATION (RFID) SYSTEM FOR SMALL BUSINESS PERFORMANCE Award: BRONZE Role: Member Exhibition Name: IUCEL 2021 • Product Name: PaperMagic Award: BRONZE Role: Member Exhibition Name: CRI 2023 • Product Name: iFalah : Academic Writing Platform Award: BRONZE Role: Member Exhibition Name: 4 th Digitalised International Invention, Innovation & Design Johor 2021 (DIIID JOHOR 2021) • Product Name: I-FALAH ACADEMIC WRITING PLATFORM Award: BRONZE Role: Member Exhibition Name: MTE 2020

	• Product Name: WHERE IS MY CASH? Award: BRONZE Role: Member Exhibition Name: IUCEL 2021 • Product Name: GRACC-INDEX:GREEN ACCOUNTING COMMITMENT INDEX FOR ENTREPRENEURS Award: BRONZE Role: Member Exhibition Name: IUCEL 2023 • Product Name: Face Recognition in Detecting Facemask in the new norm Award: NONE Role: Head Exhibition Name: ECRI 2020 • Product Name: FUTURE READY ACCOUNTING CURRICULUM Award: NONE Role: Member Exhibition Name: PERBADANAN HARTA INTELEK MALAYSIA INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA (MYIPO)

D. CONSULTATION

CONSULTATION(S)	1. THE 8TH INTERNATIONAL SEMINAR OF ENTREPRENEURSHIP AND BUSINESS (ISEB) | HEAD | 2020 2. LANTIKAN SEBAGAI PANEL PAKAR PROFESIONAL BAGI PENGESAHAN KANDUNGAN INSTRUMEN KAJIAN | HEAD | 2021 3. UNIVERSITY LEADERS ENTREPRENEURSHIP EDUCATORS BOOTCAMP (UNILEEB) | MEMBER | 2021 4. PEMBANGUNAN PELAN TINDAKAN DIGITALISASI KOPERASI | MEMBER | 2022 5. TAWARAN PERKHIDMATAN TENAGA PENGAJAR/PERUNDING/PENGENDALI LATIHAN DAN PEMBANGUNAN MODUL BAGI PROGRAM PENJANAAN PENDAPATAN WANITA: WEJANA | MEMBER | 2022 6. "APPOINTMENT AS A CONFERENCE MANAGEMENT CONSULTANT BY EUROMID ACADEMY OF BUSINESS ANDTECHNOLOGY (EMBTA) | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	