

KALTHOM BT. ABDULLAH



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

المؤهل العلمي

- Ph.D in Marketing
- Master of Business Administration (Marketing)
- B.Sc. in Business Administration
- Diploma in Public Administration

مسؤوليات التدريس

CONSUMER BEHAVIOUR	2013/2014 2017/2018 2019/2020
ENTREPRENEURIAL MARKETING	2013/2014 2014/2015
INTEGRATED MARKETING COMMUNICATION	2011/2012 2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020 2020/2021
INTERNATIONAL MARKETING	1990/1991 1991/1992 1996/1997 2002/2003
INTRODUCTION TO MARKETING(NON-ENM)	2006/2007
MARKETING MANAGEMENT AND STRATEGY	1998/1999 1999/2000 2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2005/2006 2008/2009 2009/2010 2010/2011 2011/2012 2012/2013 2013/2014
MARKETING POLICIES	1996/1997
MARKETING PRINCIPLES	1990/1991 1997/1998 1998/1999 1999/2000 2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2005/2006 2006/2007 2007/2008 2008/2009 2009/2010 2010/2011 2014/2015 2015/2016 2016/2017 2018/2019 2019/2020 2020/2021
MARKETING RESEARCH	2012/2013
PRACTICAL TRAINING (BBA)	2001/2002 2002/2003 2003/2004
PRINCIPLES AND PRACTICE OF MANAGEMENT	2003/2004
PRODUCT MANAGEMENT	2011/2012 2015/2016 2016/2017 2018/2019
PRODUCT PLANNING AND MANAGEMENT	1990/1991

PROMOTION MANAGEMENT	1990/1991 1991/1992 1996/1997 1997/1998 1998/1999 1999/2000 2003/2004 2004/2005 2005/2006 2007/2008 2008/2009 2009/2010 2010/2011 2011/2012 2012/2013 2013/2014
RETAIL MANAGEMENT	1991/1992 1996/1997 1997/1998 1998/1999 1999/2000 2000/2001 2001/2002 2002/2003 2004/2005 2005/2006 2007/2008 2012/2013
SERVICES MARKETING	2007/2008 2012/2013 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020 2020/2021

المشاريع البحثية

Completed

- 2015 - -1** Projek Kaji Selidik Indeks Kepuasan Pelanggan Jabatan Perkhidmatan Korporat, Bahagian Perkhidmatan & hal Ehwal Korporat, Tenaga Nasional Berhad
- 2015 - 2017** Towards Devising A Fundamental Theory of Islamic Advertising
- 2014 - 2017** Hijab a New Symbol of Fashion Line or a Pride of Muslim Women: An Empirical Study of Malaysian Muslim Women
- 2013 - 2015** Determining the Factors Influencing the Adoption of Social Networking Sites: Malaysian Muslim Users Perspective
- 2012 - 2014** Brand Perception Survey for Tenaga Nasional Berhad
- 2011 - 2013** A Conceptual Model for Measuring Service Quality in Education
- 2011 - 2014** The Effect of Green Marketing Campaigns on Malaysian Consumers' Behaviour towards Environmental Protection
- 2011 - 2013** Impact of Financial Crisis on Customer : An Islamic Perspective
- 2010 - 2015** Muslim Consumers; Experience with Deceptive Practices of Companies: An Islamic Perspective
- 2009 - 2010** The Marketability of IIUM Graduates: A Study on their Personality and Competency Level
- 2005 - 2007** Original Title: An Exploratory Study On The Perception Of Malaysian Consumer Towards Low Cost Carriers New Title: An Exploratory Study on the Perception of Malaysian Consumer Towards the Services Quality of Selected Airlines Services
- 2005 - 2008** The Changing Structure of Urban Families in Post Independent Malaysia

In Progress

- 2014 - Present** Hijab a New Symbol of Fashion Line or a Pride of Muslim Women: An Empirical Study of Malaysian Muslim Women

المنشورات

Article

- 2019** [Elements of advertisement and their impact on buying behaviour: A study of skincare products in Malaysia.](#) Management Science Letters , 9 (10) pp.1519-1528
- 2019** [Risk reduction in online flight reservation: the role of information search.](#) Journal of Reviews on Global Economics , 8 pp.886-899
- 2019** [Competencies analysis for future employees to optimize organizational performance.](#) The International Journal Of Business & Management , 7 (10) pp.204-213
- 2019** [Risk reduction in online flight reservation: the role of information search.](#) Journal of Reviews on Global Economics , 8 pp.886-899
- 2019** [Competencies analysis for future employees to optimize organizational performance.](#) The International Journal Of Business & Management , 7 (10) pp.204-213
- 2019** [Elements of advertisement and their impact on buying behaviour: A study of skincare products in Malaysia.](#) Management Science Letters , 9 (10) pp.1519-1528
- 2019** [Determining intention to buy air e-tickets in Malaysia.](#) Management Science Letters , 9 (6) pp.933-944
- 2019** [Determining intention to buy air e-tickets in Malaysia.](#) Management Science Letters , 9 (6) pp.933-944
- 2018** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 2018** [A structural equation model of the halal certification and its business performance impact on food companies.](#) International Journal of Economics, Management and Accounting , 26 (1) pp.185-206
- 2018** [A structural equation model of the halal certification and its business performance impact on food companies.](#) International Journal of Economics, Management and Accounting , 26 (1) pp.185-206
- 2018** [Communicating shari'ah-compliant brands of tourism in Malaysia.](#) The Malaysian Journal of Consumer and Family Economics (MAJCAFE) , 22 (Special Issue) pp.15-28
- 2018** [Communicating shari'ah-compliant brands of tourism in Malaysia.](#) The Malaysian Journal of Consumer and Family Economics (MAJCAFE) , 22 (Special Issue) pp.15-28

- 2018** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 2018** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 2018** [Measuring consumers' understanding of green marketing objective and concept in relation to environmental protection.](#) Advanced Science Letters , 24 (5) pp.3310-3316
- 2017** [Beliefs about Islamic advertising: an exploratory study in Malaysia.](#) Journal of Islamic Marketing , 8 (3) pp.409-429
- 2017** [Beliefs about Islamic advertising: an exploratory study in Malaysia.](#) Journal of Islamic Marketing , 8 (3) pp.409-429
- 2017** [Customer-based brand equity model for the Shariah-compliant tourism: a conceptual model from the Muslim tourists' perspective.](#) Advanced Science Letters , 23 (9) pp.8541-8546
- 2017** [Customer-based brand equity model for the Shariah-compliant tourism: a conceptual model from the Muslim tourists' perspective.](#) Advanced Science Letters , 23 (9) pp.8541-8546
- 2016** [Social media influence on Malay families resilience towards the challenges of Internet = Pengaruh media sosial ke atas dayatahan keluarga Melayu terhadap cabaran Internet.](#) Jurnal Komunikasi Malaysian Journal of Communication , 32 (2) pp.648-669
- 2016** [Social media influence on Malay families resilience towards the challenges of Internet = Pengaruh media sosial ke atas dayatahan keluarga Melayu terhadap cabaran Internet.](#) Jurnal Komunikasi Malaysian Journal of Communication , 32 (2) pp.648-669
- 2015** [Factors influencing the adoption of social networking sites: Malaysian Muslim users perspective.](#) Journal of Economics, Business and Management , 3 (2) pp.267-270
- 2015** [Fashion: Malaysian Muslim women perspective.](#) European Scientific Journal pp.438-454
- 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) pp.429-447
- 2013** [Building trust in e-commerce from an Islamic perspective: A literature review.](#) American Academic and Scholarly Research Journal , 5 (5) pp.161-168
- 2013** [The Impact of Customer Satisfaction on Word-of-Mouth: Conventional Banks of Malaysia Investigated.](#) International Journal of Information Technology & Computer Science , 10 (3) pp.14-23
- 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) pp.134-141

- 2012 [Development and validation of patient satisfaction instrument.](#) Leadership in Health Services , 25 (1) pp.27-38
- 2011 [A roadmap for CRM success : in light of the technology CSFS.](#) JM International Journal of Marketing Management (JMIJMM) , 1 (3) pp.181-192
- 2011 [A roadmap for CRM success: in light of the technology CSFS.](#) JM International Journal of Marketing Management (JMIJMM) , 1 (3) pp.181-192
- 2010 [Compliance to Islamic marketing practices among businesses in Malaysia .](#) Journal of Islamic Marketing , 1 (3) pp.286-297
- 2010 [Satisfaction Among Gen Y patients: a case study of students at the International Islamic University Malaysia.](#) International Journal of Islamic and Middle Eastern Finance and Management , 3 (3) pp.253-266
- 2009 [Spillover effects of foreign hypermarkets on domestic suppliers in Malaysia .](#) International Journal of Retailing & Distribution Management , 37 (3) pp.226-249
- 2008 [The perceptions of women's roles and progress: a study of Malay women.](#) Social Indicators Research , 89 pp.439-455
- 2008 [Liberalization of retail sector and the economic impact of the entry of foreign hypermarkets on local retailers in Klang Valley, Malaysia.](#) International Journal of Economics and Management , 2 (2) pp.323-342
- 2007 [Measuring the service quality of airline services in Malaysia.](#) IUM Journal of Economics and Management , 15 (1) pp.1-29

Conference or Workshop Item

- 2019 [The impact of strategic human resource management to optimize organizational performance: application of competencies analysis.](#) In: **International Conference on Business Management (IICBM 2019)**
- 2019 [The impact of strategic human resource management to optimize organizational performance: application of competencies analysis.](#) In: **International Conference on Business Management (IICBM 2019)**
- 2018 [Higher education ethnography and satisfaction of international Muslim students: a focus on international vision and Islamisation.](#) In: **International Malaysia Halal Conference 2018 (IMHALAL2018)**
- 2018 [Gaining competitiveness advantage of Islamic credit card among Muslim customer in Malaysia.](#) In: **International Malaysia Halal Conference 2018 (IMHALAL2018)**
- 2018 [Higher education ethnography and satisfaction of international Muslim students: a focus on international vision and Islamisation.](#) In: **International Malaysia Halal Conference 2018 (IMHALAL2018)**
- 2018 [Gaining competitiveness advantage of Islamic credit card among Muslim customer in Malaysia.](#) In: **International Malaysia Halal Conference 2018 (IMHALAL2018)**
- 2017 [Influences of Islamized higher education in developing advertising perception towards Islamic clothing: a conceptual study on young Muslims in Malaysia.](#) In: **International Malaysia Halal Conference 2017 (IMHALAL 2017)**

- 2017 [Influences of Islamized higher education in developing advertising perception towards Islamic clothing: a conceptual study on young Muslims in Malaysia.](#) In: **International Malaysia Halal Conference 2017 (IMHALAL 2017)**
- 2016 [A collection of Islamic advertising principles.](#) In: **8th International Management and Accounting Conference (IMAC8) Leveraging Governance Towards Sustainability**
- 2016 [Customer-based brand equity model for the Shariah-compliant tourism: A conceptual study from the international Muslim tourist perspective.](#) In: **2nd Asia International Conference 2016**
- 2016 [A collection of Islamic advertising principles.](#) In: **8th International Management and Accounting Conference (IMAC8) Leveraging Governance Towards Sustainability**
- 2016 [Customer-based brand equity model for the Shariah-compliant tourism: A conceptual study from the international Muslim tourist perspective.](#) In: **2nd Asia International Conference 2016**
- 2016 [Towards devising a fundamental theory of Islamic advertising.](#) In: **International Malaysia Halal Conference 2016 (IMHALAL 2016)**
- 2016 [Towards devising a fundamental theory of Islamic advertising.](#) In: **International Malaysia Halal Conference 2016 (IMHALAL 2016)**
- 2015 [Fashion: Malaysian Muslim women perspective.](#) In: **3rd Global Academic Meeting (GAM 2015)**
- 2014 [Understanding the effects of green marketing management on muslim consumers in Malaysia from and Islamic perspective.](#) In: **ICMIP 2 (International Conference Management from Islamic Perspective)**
- 2014 [Impact of financial crisis on the Islamic banks' customers: a case of Malaysia.](#) In: **5th Global Islamic Marketing Conference**
- 2014 [Factors influencing the adoption of social networking sites by Malaysian users: an empirical study using structural equation modelling.](#) In: **Technology, Science, Social Sciences and Humanities International Conference (TeSSHI 2014)**
- 2013 [The impact of customer satisfaction on word-of-mouth: conventional banks of Malaysia investigated.](#) In: **2nd International Conference on Human Computing, Education & Information Management Systems**
- 2013 [Factors influencing the adoption of social networking sites: Malaysian Muslim users perspective.](#) In: **4th International Conference on Economics, Business and Management**
- 2013 [Conceptualizing trust-based online behavior model for Muslim consumers.](#) In: **The 4th International Conference on Information & Communication Technology for the Muslim World (ICT4M)**
- 2011 [Internet influence on materialism among urban muslim women: Some challenges to the ummah.](#) In: **National Seminar on New Media and Islamic Issues: Challenges and Opportunities**
- 2010 [Corporate image of Islamic banks in Malaysia: an institutional theory approach.](#) In: **International Conference on Marketing: Global Issues and Challenges**

- 2009 [Brand personality and image on customer retention: examining Islamic banking services in Malaysia.](#) In: **International Business & Economics Conference**
- Book
Book Section**
- 2019 [Contemporary Management and Science Issues in the Halal Industry.](#) In: **Contemporary Management and Science Issues in the Halal Industry** Springer Nature Singapore Pte Ltd. , pp.112-121
- 2019 [Contemporary Management and Science Issues in the Halal Industry.](#) In: **Contemporary Management and Science Issues in the Halal Industry** Springer Nature Singapore Pte Ltd. , pp.112-121
- 2011 [Malaysian consumers' experience with deceptive marketing practices of sellers: an Islamic perspective.](#) In: **Readings in marketing : an Islamic perspective** IIUM Press . ISBN 9789670225456 , pp.247-275
- 2011 [Corporate image of Islamic banks in Malaysia : an institutional theory approach.](#) In: **Readings in Marketing: An Islamic Perspective** IIUM Press . ISBN 978-96-7022-545-6 , pp.175-206
- 2011 [Cases studies in consumer behavior.](#) In: **Case Studies as a Teaching-Learning Tool in Accounting and Marketing Courses : an Instructor's Perspective** IIUM Press . ISBN 978-967-418-186-4 , pp.50-55
- 2009 [Women's susceptibility to interpersonal influences: the influence of age and ethnic differences.](#) In: **An Insight Into Post-independence Malaysian Women's Well-being** IIUM Press . ISBN 9789833855865 , pp.121-142