



# PUAN INTAN FATIMAH ANWAR

LECTURER

[intan.anwar@usim.edu.my](mailto:intan.anwar@usim.edu.my)

[intan00209@gmail.com](mailto:intan00209@gmail.com)

[https://scholar.google.com/citations?user=\\_gftD5sAAAAJ&hl=en](https://scholar.google.com/citations?user=_gftD5sAAAAJ&hl=en)

[https://www.researchgate.net/profile/Intan\\_Anwar2](https://www.researchgate.net/profile/Intan_Anwar2)

## Academic Background

- MBA, Universiti Kebangsaan Malaysia (UKM) (Management and Marketing)
- BBA (Hons), Universiti Teknologi MARA (UiTM) (Marketing)
- American Associate Degree in Science, MARA Community College (Business Administration)

## Academic Expertise

Teaching, consultation and research in the area of marketing.

## Academic Mission

With the commitment to prepare young Muslim in facing future challenges with strong foundation of Naqli and Aqli.

## Teaching Experience



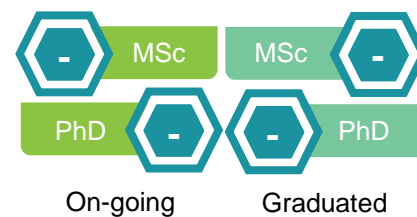
## Google Citation Indices



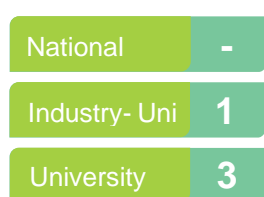
## Research Interest

Research interest ranges from conventional to Islamic Marketing which comprises of consumer behaviour, branding, advertising, product development, services marketing and other related marketing areas. Additionally, is research related to waqf specifically cash waqf.

## Supervision



## Research Grant (PI)



## Publication

