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Department of Tourism Industry Management
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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Prince of Songkla University.

M.B.A. Shah Abdul Latif University.

B.S. Khon Kaen University.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Rookie Entrepreneur: Business Plan Development and Pitch

Entrepreneurship in Tourism Industry

Tourism Project Management

Research Methodology in Tourism

Master's Degree

Seminar in Tourism and Mice Innovation Management

Doctoral Degree

Basic Statistics

Reading and Writing Research Paper

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Soonsan, N., & Zulfiqar Ali, J. (2024). Perceptions of Halal-friendly attributes: a quantitative study of tourists' intention to travel non-Islamic destination. *Journal of Islamic Marketing*, 15 (6), 1441-1460.

Prakasa, Y., & Zulfiqar Ali, J. (2024). Linking digital capability to small business performance: the mediating role of digital business transformation. *Cogent Business & Management*, 11 (1), 1-18.

Sangkakool, T., & Zulfiqar Ali, J. (2024). Improving Natural and Artificial Lighting in Coastal Architecture Classrooms: Insights and Applications. *Journal of Daylighting*, 11, 23-38.

Zulfiqar Ali, J. (in press, 2024). Halal-friendly attributes: a comparative study of different Muslim genders' intentions to visit non-Islamic destinations. *Journal of Islamic Marketing*.

Zulfiqar Ali, J., & Sukhabot, S. (2021). Identifying the important attitude of Islamic brands and its effect on buying behavioural intentions among Malaysian Muslims: A quantitative study using smart-PLS. *Journal of Islamic Marketing*, 12 (2), 408-426.

Zulfiqar Ali, J., & Sukhabot, S. (2020). Behavioral intentions of different religions: Purchasing halal logo products at convenience stores in Hatyai. *Journal of Islamic Marketing*, 11 (3), 797-818.

Service