
Zulfiqar Ali Jumani, Ph.D. (Management)
Lecturer
Department of Business Administration and Accountancy
Faculty of Business Administration and Accountancy

zulfiqar@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Management)

Ph.D. (Management) Prince of Songkla University, Thailand, 2020.

M.B.A. (Marketing)

M.B.A. (Marketing) Shah Abdullatif University, Pakistan, 2006.

B.Sc. (Information Technology)

B.Sc. (Information Technology) Shah Abdullatif University, Pakistan, 2005.

Professional Certifications

Data Science for Business, 2024, Harvard Online.

Work Experience

Work Experience

Lecturer, Khon Kaen Univeristy (February, 2023 - Present), Khon Kaen, Thailand.

Lecturer, Udonpittayanukoon School Udon Thani, Thailand (April, 2022 - February, 2023), Udon Thani, Thailand.

Teaching Maths

Teaching

Courses Taught

Bachelors of international accounting

Rookie Entrepreneur

Governance, Risk Management and Business Ethics

Entrepreneurship in Tourism Industry

Seminar in Tourism

Tourism Project Management

Research Methodology in Tourism

E-Tourism

Information Technology

Introduction to Accounting and Finance

MBA

Cross-Cultural Management

International Brand Communication

Seminar in Tourism

IoT role in Supply Chain Management

Ph.D.

Reading and Writing Research paper

Research Philosophy and Science

External Teaching:

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.

Sangakool, 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

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