

## PROGRAMME

**INTERNATIONAL SEMINAR ON ISLAMIC ADVERTISING 2014  
'ADVERTISING WITH A CONSCIENCE'  
FRIDAY, 26 SEPTEMBER 2014 – SATURDAY, 27 SEPTEMBER 2014  
KULLIYAH OF INFORMATION COMMUNICATION TECHNOLOGY  
CONFERENCE ROOM (KICT), IIUM GOMBAK CAMPUS**

### DAY 1 : FRIDAY, 26 SEPTEMBER 2014

12.00pm	<p><b>SESSION 1</b> <b>Theme</b> : Islamic Consumerism, Marketing Mix &amp; Stakeholder Perspective of Islamic Advertising <b>Moderator</b> : Assistant Prof. Dr. Zeti Azreen Ahmad</p> <p><u>Speakers</u> :</p> <ol style="list-style-type: none"><li>1. Prof. Dr. AKM Ahasanul Haque (IIUM)<ul style="list-style-type: none"><li>- Islamic Consumerism and Islamic Implications of the Marketing Mix</li></ul></li><li>2. Assistant Prof. Dr. Aida Mokhtar (IIUM)<ul style="list-style-type: none"><li>- Islamic Advertising: An Academic Viewpoint</li></ul></li></ol>
12.45pm	Question and Answer Session
1.00pm	Break for prayer and lunch
3.00pm	<p><b>SESSION 2</b> <b>Theme</b> : Marketing Pleasures, the Advertising Practitioner and ICT in Islamic Advertising <b>Moderator</b> : Assistant Prof. Dr. Aida Mokhtar</p> <p><u>Speakers</u> :</p> <ol style="list-style-type: none"><li>1. Assoc. Prof. Dr. Che Mahzan Ahmad (IIUM)<ul style="list-style-type: none"><li>- Marketing Pleasures: A Peep into Islamic Related Blogs</li></ul></li><li>2. Assoc. Prof. Dr. Mohamad Fauzan Bin Noordin (IIUM)<ul style="list-style-type: none"><li>- Social Media and Advertising from Maqasid Al-Shariah Perspective</li></ul></li></ol>

	<ol style="list-style-type: none"> <li>3. Assoc. Prof. Hj. Mohamad Hj. Md. Yusoff (USM) <ul style="list-style-type: none"> <li>- Towards understanding "Islamic advertising": A Case Study of Malaysian Advertising Practitioners.</li> </ul> </li> <li>4. Assistant Prof. Dr. Nerawi Sedu (IIUM) <ul style="list-style-type: none"> <li>- Honest Advertising: An Islamic Way of Advertising</li> </ul> </li> <li>5. Assistant Prof. Dr. Aznan Zuhid Bin Saidin (IIUM) and Dr. Elistina Abu Bakar (UPM) <ul style="list-style-type: none"> <li>- Advertising and ICT: Issues Concerning Islam and the Malaysian Context</li> </ul> </li> </ol>
5.30pm	Question and Answer Session
5.45pm	End of Day 1

**DAY 2 : SATURDAY, 27 SEPTEMBER 2014**

9.00am	<p><b>SESSION 3</b>  <b>Theme :</b> Islamic Advertising in Practice I  <b>Moderator :</b> Assistant Prof. Dr. Rizalawati Ismail</p> <p><u>Speakers :</u></p> <ol style="list-style-type: none"> <li>1. YBhg. Dato' Dr. Raja Mohamad Abdullah (OIC International Business Centre) <ul style="list-style-type: none"> <li>- Advertising in the Muslim World</li> </ul> </li> <li>2. Dr. Ahcene Lahsasna (Maybank Islamic Berhad Shariah Committee member) <ul style="list-style-type: none"> <li>- Shariah Parameters on Advertising and Marketing for Islamic Finance Institutions</li> </ul> </li> <li>3. En. Ikmal Hisham B. Mohd Kamal (Felda Wellness Corporation) <ul style="list-style-type: none"> <li>- Islamic Advertising in Practice: The Perspective of Felda Wellness Corporation</li> </ul> </li> </ol>
10.30am	Question and Answer Session
10.45am	Coffee Break

11.00am	<p><b>SESSION 4</b>  <b>Theme :</b> Islamic Advertising in Practice II  <b>Moderator :</b> Assoc. Prof. Hj. Mohamad Hj. Md. Yusoff</p> <p><u>Speakers :</u></p> <ol style="list-style-type: none"> <li>1. En. Shahrein Zainal (Friends Advertising &amp; Communications Sdn Bhd) <ul style="list-style-type: none"> <li>- Where do we draw the line?</li> </ul> </li> <li>2. En. Adi Satria (Halal Development Corporation) <ul style="list-style-type: none"> <li>- Global Halal Hub: IMC and The Digital Ecosystem</li> </ul> </li> <li>3. En. Hisral Zirhan Bin Md Zahari (JAKIM) <ul style="list-style-type: none"> <li>- Guidelines on Censoring Islamic Broadcasting Materials</li> </ul> </li> </ol>
12.30pm	Question and Answer Session
12.45pm	Lunch Break

**SATURDAY, 27 SEPTEMBER 2014**

2.30pm	<p><b>SESSION 5</b>  <b>Theme :</b> Advertising Principles for Islamic Banking, Islamic Ethics and Symbols in Islamic Advertising  <b>Moderator :</b> Assistant Prof. Dr. Nerawi Sedu</p> <p><u>Speakers :</u></p> <ol style="list-style-type: none"> <li>1. Teuku Meldi Kesuma and Dr. Zakaria bin Bahari (Centre for Islamic Development Management Studies [ISDEV]), USM <ul style="list-style-type: none"> <li>- Islamic Advertising Principles and Criteria in Islamic Banking</li> </ul> </li> <li>2. Hendra Harahap (USU) <ul style="list-style-type: none"> <li>- Perkembangan Kajian Islamic Advertising di Indonesia: Satu Pemerhatian</li> </ul> </li> </ol>
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	<p>3. Assistant Prof. Dr. Amilah Bt. Awang Abd Rahman @ Jusoh (IIUM)</p> <ul style="list-style-type: none"> <li>- Reflecting the Dynamic Role of Islamic Ethics in Advertising</li> </ul> <p>4. Hj. Abu Bakar B. Dato' Hj. Abd. Jalal (TintaUnik [film and advertising agency] Sdn Bhd)</p> <ul style="list-style-type: none"> <li>- Islamic Advertising in Malaysia: What choice do we have?</li> </ul>
4.00pm	Question and Answer Session
4.15pm	Break for Asr and Tea
4.45pm	<p><b>SESSION 6</b>  <b>Theme : Religiosity, Spirituality, and Islamic Finance</b>  <b>Moderator : Assistant Prof. Dr. Aini Maznina Abdul Manaf</b></p> <p><u>Speakers:</u></p> <ol style="list-style-type: none"> <li>1. Assoc. Prof. Dr. Suhaimi Mhd Sarif (IIUM) <ul style="list-style-type: none"> <li>- The Effects of Religiosity and Spirituality from Tawhidic Paradigm on Advertising Evaluation</li> </ul> </li> <li>2. Assistant Prof. Dr. Yazid Bin Zul Kepli (IIUM) <ul style="list-style-type: none"> <li>- How to replicate the success of Islamic Finance to Islamic Marketing and Advertising</li> </ul> </li> </ol>
5.45pm	Question and Answer Session
6.00pm	Closing by Prof. Dr. Ibrahim Mohamed Zein, Dean of KIRKHS