



## CURRICULUM VITAE



### MOHD SALEHUDDIN BIN MOHD ZAHARI (DR)

Professor / Dean  
Faculty of Hotel and Tourism Management  
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**Prof Dr. Mohd. Salehuddin Mohd. Zahari (M.S.M. Zahari)** obtained his Ph.D. degree in Hospitality Management from the Lincoln University, New Zealand, Master in International Hospitality Management from University of Strathclyde, Scotland, Bachelor in Foodservice Management, Associate Occupational Science Degree (AOS) in Culinary Arts from Johnson and Wales, USA and Diploma in Chef Training from Universiti Teknologi MARA, Malaysia. He is a Professor at the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM Puncak Alam). Before joining the university, Professor Dr. Salehuddin has gained more than 10 years experienced working in the various hotels and food service organizations locally and internationally like Europe, United States of America, the United Kingdom, Australia and New Zealand.

Academically, Professor Salehuddin has published more than two hundred of academic materials including books, book chapters, monographs, manuals, journal articles, and proceeding papers in area of culinary arts, gastronomy, food service, hotel operations, tourism and etc. He has graduated sixteen PhD students and more than forty master by research and coursework students. His is a chairman for the International Hospitality and Tourism conference (ITHC), Hospitality and Tourism conference (HTC), International Food and Tourism Innovation, Invention and Creativity (iFaTIIC) and being called for a keynote speaker for many academic conferences in Malaysia and overseas. He has the experienced of holding various academic positions in the faculty ranging from Executive Chef (Hotel UiTM), Head of Department, Culinary Arts Department Chairperson, Head of Post Graduate Studies, Deputy Dean of Student Affairs to Deputy Dean of Academic Affairs.

Socially, Prof Dr. Salehuddin is the Ex- President of Tourism Educators Association of Malaysia (TEAM), President of Universiti Teknologi MARA, Culinary Arts Alumni Association (PACU), Editor in Chief for International Journal of Hospitality, Tourism and Culinary Arts and the Tourism Educators Association of Malaysia journal (TEAM Journal), Board of Editors and reviewer for several International Hospitality and Tourism Journals, Member of Lirattee Club, UK, World Chef Society, Member of Asia Pacific Institute of Events Management (APIEM),



Member of International Council on Hotel Restaurant and Institutional Educators (CHRIE), Academic Advisors and Board of Directors for several hospitality institutions of Higher Learning (IPTA and IPTS) and a columnist for several food magazines.

ACADEMIC QUALIFICATION	
2004	<b>PhD. in Hospitality Management/ Gastronomy</b> <i>Lincoln University, Christchurch, Canterbury, New Zealand</i>
1993	<b>MSc. in International Hotel Administration</b> <i>Strathclyde University, Glasgow, Scotland, United Kingdom</i>
1990	<b>Bsc in Foodservice Management/ Education</b> <i>Johnson and Wales University, Providence, USA</i>
1989	<b>Associate Occupational Science Degree (AOS) in Culinary Arts</b> <i>Johnson and Wales University, Providence, USA</i>
1984	<b>Diploma in Chef Training</b> <i>Institut Teknologi MARA, Malaysia</i>

RESEARCH INTERESTS
Hotel and Restaurant Business Operation, Tourism Studies, Customers Behaviors, Restaurant Service Delivery System, Career Intention and Commitment in Hospitality industry, Culinary and Gastronomy Studies, Gastronomic Tourism, Anthropology and Sociology of Food, Business and Social Sciences.

TEACHING REALM	
<b>For MSc and PhD:</b>	Hospitality Research Method, Restaurant Operation Analysis, Gastronomy Communication, Current Issues and Trend in Hospitality and Tourism Industry, Gastronomic Tourism, Method of Teaching Culinary Arts and Thesis Supervision
<b>For Undergraduate:</b>	Restaurant Business Operation, Hospitality Research Method, Food Writing, Western Cookery, Commercial Cookery, Food Studies and Independent Study

EMPLOYMENT HISTORY	
2019	<b>Dean</b> <i>Faculty of Hotel and Tourism Management, UiTM, Puncak Alam</i>
2018	<b>Dean</b> <i>Faculty of Hotel and Tourism Management, UiTM, Puncak Alam</i>
2018	<b>Deputy Dean of Academic Affairs</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
2016	<b>Deputy Dean of Academic Affairs</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
2015	<b>Deputy Dean of Student Affairs</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>



2014	<b>Deputy Dean of Student Affairs</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
2013	<b>Head of Graduate Studies</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
2012	<b>Head of Graduate Studies</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
2011	<b>Head of Graduate Studies</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
2009 - 2010	<b>Chair Person (Ketua Bidang)</b> <i>Department of Culinary Arts and Gastronomy, UiTM Shah Alam</i>
2007 - 2008	<b>Chair Person (Ketua Bidang)</b> <i>Department of Culinary Arts and Gastronomy, UiTM Shah Alam</i>
2005 - 2006	<b>Chair Person (Ketua Bidang)</b> <i>Department of Culinary Arts and Gastronomy, UiTM Shah Alam</i>
1997 - 2000	<b>Head Department of Culinary Arts</b> <i>Faculty of Hotel and Tourism Management, UiTM Shah Alam</i>
1994 -1996	<b>Lecturer / Executive Chef</b> <i>ITM Hotel, Shah Alam</i>
1992 -1993	<b>Chef de Partie</b> <i>Glasgow Hilton, Scotland, UK</i>
1991	<b>Chef de Partie</b> <i>Sheraton Hotel Boston, USA</i>
1990	<b>Demi Chef</b> <i>Johnson Wales Hotel, Providence, Rhode Island, USA</i>
1988	<b>Chef de Partie</b> <i>Bean Sprout Restaurant, Providence Rhode Island , USA</i>
1987	<b>Chef Instructor</b> <i>Faculty of Hotel and Tourism Management, ITM</i>
1986	<b>Executive Chef</b> <i>Holiday Inn City Center, Jalan Raja Laut, Kuala Lumpur</i>
1985	<b>Executive Chef</b> <i>Palm Grove Grill Room. Wisma Sime Darby, Kuala Lumpur</i>
1984	<b>Sous Chef</b> <i>Dayang Hotel, NPC, Petaling Jaya, Selangor</i>
1984	<b>Chef de Partie</b> <i>Yasmin Restaurant, Subang Aiport, Subang, Selangor</i>

PROFESSIONAL MEMBERSHIP	
2018- present	<b>Exco Member of Pacific Asia Travel Association (PATA) Malaysia Chapter</b> Association
2017- present	<b>Member of International Council on Hotel Restaurant and Institutional Educators (CHRIE)</b> Association
2017- present	<b>President of Universiti Teknologi MARA, Culinary Arts Alumni Association (PACU)</b> Association



2016- 2018	<b>President of Tourism Educators Association of Malaysia (TEAM)</b> <i>Association</i>
2018- present	<b>Member of Asia Pacific Institute of Events Management (APIEM)</b> <i>Association</i>
2001- present	<b>Member of Liratti Club, U.K</b> <i>Association</i>
2011 - present	<b>Member of Human Resource Management Academic Research Society</b>
2011- present	<b>Member of Pakistan Reading Association</b> <i>Pakistan Reading Association</i>
2011- present	<b>Member of Master Conference</b> <i>Global Research Agency</i>
2010 - present	<b>Member of World Academy of Science &amp; Technology (WASET)</b> <i>World Academy of Science and Technology (WASET)</i>
2005 - present	<b>Member of Butcher's Club</b> <i>Meat &amp; Livestock Australia</i>
2005 - present	<b>Committee of Lincoln University Alumni (Malaysia Chapter)</b> <i>Lincoln University, Christchurch, New Zealand</i>
2005 - present	<b>Member of WACS</b> <i>World Cook's Society</i>
2004 - present	<b>Member of LUSA</b> <i>Lincoln University Student Association</i>
2002 - present	<b>Member of Malay Club</b> <i>South Island New Zealand Inc.</i>
2002 - present	<b>Member of HCIMA</b> <i>NZ Hotel Catering International Management Association</i>
2002 - present	<b>Member of LUISA</b> <i>Lincoln University International Student Association</i>
2001 -2004	<b>Member LMSS (Advisor)</b> <i>Lincoln Malaysian Student Association</i>
2000 - present	<b>Member of CAM</b> <i>Chef Associations Of Malaysia</i>
1992 - present	<b>Member of Liratti Club</b> <i>Liratti Club, United Kingdom</i>
1992 - 2001	<b>Member of HCIMA</b> <i>U.K Hotel Catering International Management Association</i>

EDITORIAL WORK	
2017- present	<b>Advisory Board Member Asian People Journal (APJ)</b> <i>Universiti Sultan Zainal Abidin, Kuala Terengganu</i>
2018- presene	<b>Editor In Chief for TEAM Journal</b> <i>Tourism Educators Association of Malaysia</i>
2016- present	<b>Editor In Chief for Journal of Tourism, Hospitality and Culinary Arts</b> <i>Faculty of Hotel and Tourism Management, University Technology MARA, Malaysia</i>



2016- present	<b>Panel Reviewer for International Journal of Hospitality Management</b> Elsevier's
2016- present	<b>Panel Reviewer for British Food Journal</b> United Kingdom
2015- present	<b>Panel Reviewer for International Journal of Hospitality Management</b> Elsevier's
2014-Present	<b>Panel Reviewer for 5<sup>th</sup> International Conference on Business and Economic Research</b> <i>Global Research Agency</i>
2014- present	<b>Panel Reviewer for International Journal of Hospitality Management</b> Elsevier's
2014- present	<b>Panel Reviewer for International Journal of Management Studies</b> <i>UUM Press</i>
2014	<b>Editors for Proceedings of the 2nd International Hospitality and Tourism Conference, IHTC 2014</b> <i>The International Hospitality and Tourism Conference</i>
2014	<b>Panel Reviewer for National Research and Innovation Conference For Graduate Students in Social Sciences</b> <i>Universiti Putra Malaysia</i>
2013	<b>Editors for Proceeding Post Graduate Conference “ Hospitality and Tourism: Synergizing Creativity and Innovation in Research Conference</b> <i>The International Hospitality and Tourism Post Graduate Conference</i>
2012 - present	<b>Board of Reviewers for Journal Al-Ilmi</b> <i>Kolej University Islam Melaka</i>
2012 - present	<b>Reviewer for International Food Research Journal</b> <i>Universiti Putra Malaysia</i>
2012	<b>Editors for Proceedings of the 1<sup>st</sup> International Hospitality and Tourism Conference, IHTC 2012</b> <i>The International Hospitality and Tourism Conference</i>
2012- present	<b>Board of Reviewers for Asian Journal Humanities and Social Studies</b> <i>United Kingdom</i>
2012	<b>Reviewer for International Hospitality, Tourism and Culinary Arts Conference</b> Faculty of Hotel and Tourism Management , UiTM Shah Alam
2011- present	<b>Scientific Committee and Editorial Review Board on Social and Human Sciences</b> World Academy of Science and Technology (WASET) ERA and SCOPUS
2011- present	<b>Member of Reviewer for Journal of Global Entrepreneurship</b> Global Research Agency
2011- present	<b>Member of Reviewer for Journal of Global Management</b> Global Research Agency



2011- present	Editorial Team for Journal of Business Management Dynamics Society of Business Management Dynamics
2011- present	Review Board for International Journal of Social Sciences and Education IJSSE
2011- present	Editorial Board for International Journal of Business and Commerce IJBC
2011- present	Editorial Board for Human Resource Management Human Resource Management Academic Research Society
2011- present	Editors for Journal of Hospitality Management and Tourism JHMT
2010 - present	Board of Reviewer, ESTEEM Journal University Technology MARA, Pulau Pinang
2009 - present	Editorial Board for Journal of Asian Social Science Canadian Center of Science and Education, Canada, SCOPUS
2009 - 2013	<a href="#">Editor In Chief</a> for Journal of Tourism, Hospitality and Culinary Arts Faculty of Hotel and Tourism Management, University Technology MARA, Malaysia
2009 - 2011	Editorial Boards for Business and Social Sciences Review (BSSR) United Kingdom
2009 - 2011	Reviewer for Journal of Peace, Gender and Development Studies United Kingdom
2009	Board of Reviewers for Journal of Hospitality and Tourism Heritage India
2009	Content Editors, Lipatan Napkin 1 (book) University Technology MARA Press
2009	Content Editors, Lipatan Napkin 2 (book) University Technology MARA Press
2009	Content Editors, Lipatan Napkin 3 (book) University Technology MARA Press
2009	Content Editor, Culinary History and Gastronomical Literature Ined, University Technology MARA
2007	Board of Reviewer, 1st Gastronomy Conference KDU University
2000	Content Editor, Resepi Masakan MAHA 2000 (Book) MARDI Malaysia

#### BOOKS

2017	Proceeding Book for International Food and Tourism, Innovation, Invention and Creativity <i>Evernote Resources (ISBN: 978-967-12124-4-8)</i>
2016	Proceeding Book for International Food and Tourism, Innovation, Invention and Creativity



	<i>Evernote Resources (ISBN: 978-967-12124-1-10)</i>
2014	<b>Hospitality Research Method</b> <i>Evernote Resources (ISBN: 978-967-12124-1-7)</i>
2014	<b>Research Proposal Guidelines</b> <i>Evernote Resources (ISBN: 978-967-12124-2-4)</i>
2013	<b>Pastry Arts 1</b> <i>University Technology MARA Press (ISBN: 978-967-363-398-2)</i>
2013	<b>Pastry Arts 11</b> <i>University Technology MARA Press (ISBN:978-967-363-462-0)</i>
2013	<b>Asas Penyediaan Masakan Barat</b> <i>Utusan Publication (ISBN: 978-967-61-2605-4)</i>
2010	<b>Gastronomy and Education, Gastronomy: An opportunity for Malaysia</b> <i>University Technology MARA Press (ISBN: 978-967-367-070-7)</i>
2010	<b>Culinary Arts 2 (Third Edition)</b> <i>University Technology MARA Press (ISBN:978-967-363- 103-2)</i>
2010	<b>Culinary Arts 1 (Third Edition)</b> <i>University Technology MARA Press (ISBN:978-967-363- 102-5)</i>
2010	<b>Intention and Commitment to Career in Hotel Industry: What do Malaysian Hospitality Program Student Think?</b> <i>University Technology MARA Press (ISBN:978-967-363-036-3)</i>
2010	<b>Restaurant Service Delivery and Customer Patronization</b> <i>University Technology MARA Press (ISBN:978-967-363-035-6)</i>
2010	<b>Strategy and Structural Orientation: Perspective of Malaysian Hotel</b> <i>University Technology MARA Press (ISBN:978-967-363-076-9)</i>
2010	<b>Ukiran Ais 1</b> <i>University Technology MARA Press (ISBN:978-967-305-398-8)</i>
2009	<b>Culinary Art 1 (Second Edition)</b> <i>University Technology MARA Press (ISBN:978-967-305-045-1)</i>
2008	<b>Culinary Arts 2 (Second Edition)</b> <i>University Technology MARA Press (ISBN:978-967-305-046-8)</i>
2008	<b>Asas Mengukir Sayuran 1</b> <i>University Technology MARA Press (ISBN:978-967-305-031-2)</i>
2008	<b>Ukiran Buah- Buah 1</b> <i>University Technology MARA Press (ISBN:978-967-305-227-1)</i>
2007	<b>Culinary Arts 2 (First Edition)</b> <i>Fourth Dimension Studio (ISBN:978-958-166-7)</i>
2000	<b>Culinary Arts 1 (First Edition)</b> <i>University Technology MARA Press (ISBN:978-958-121-7)</i>

CHAPTER(S) IN BOOK	
2016	<b>Food, Modernization and Society: Issues on Practices</b> <i>University Technology MARA Press</i>
2011	<b>Travelling Pattern of Arab Tourist in Malaysian Hotels. In Tourism and Hospitality: Issues and Development</b> <i>Apple Academic Press, Canada (ISBN: 978-1-926692-91-3)</i>





2010	<b>Assessing Students Cooking Knowledge Before Enrollment in a Culinary Arts Program, Current Issues in Tourism and Hospitality Services in Malaysia</b> <i>Univetsity Putra Malaysia Press (ISBN : 978-967-344-115-0)</i>
2009	<b>Relation Porter's Generic Strategies with Structure of its Implication on Financial Performance , Reading on Tourism and Hospitality Volume 11</b> <i>Universiti Utara Malaysia Press (ISBN:978-983-3827-16-9)</i>
2007	<b>Hospitality Industry Career; Analysis on Students Interest Based on Different Location of Upbringing and Secondary School Background , Readings on Tourism and Hospitality Volume 11</b> <i>Universiti Utara Malaysia Press (ISBN: 978-983-3827-15-2)</i>

<b>MONOGRAPHS</b>	
2013	<b>Resorts, Health and Spa Facilities: An Investigation of Tourists Motivation Factors</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-659-35591-2)</i>
2012	<b>In-flight meals, Passengers' Level of Satisfaction and Re-Flying Intention</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-65929846-2)</i>
2012	<b>Perception of Price Fairness and Customer Response Behaviors: A Case of Malaysia Hotel Industry</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-659-27542-5)</i>
2012	<b>Malaysian Ethnic Festival Foods: It's Foodways And The Young Generation Practices</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-659-12269-9)</i>
2011	<b>Occupational Safety and Health Practices and Operational Performance</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-659-12369-7)</i>
2011	<b>Why Do Students Decide to Study Culinary Arts?: A Case Study of Culinary Arts Students at Auckland University of Technology, New Zealand</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-669-12369-8)</i>
2011	<b>Basic Western Cuisine Module and Students Psychomotor Performance: Case of Malaysia Community Colleges</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-589-12369-8)</i>
2011	<b>Modernization and the Malay Matrimonial Foodways: The Level of Alteration and Its Impact on Community Social Bonding</b>





	<i>LAP Lambert Academic Publishing, Germany (ISSN: 978-384-356-0936)</i>
2010	<b>Malaysian Gastronomic Products: The Level of Acceptance Among the Western Tourists</b> <i>LAP Lambert Academic Publishing, Germany (ISSN:9783-843-369121)</i>
2010	<b>Hazard Analysis Critical Control Point (HACCP): Its Implimentation in the Small and Medium Sized of food Manufacturing Enterprises</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-384-336-0937)</i>
2010	<b>Restaurant Service Delivery and Customer Patronization: A Comparison of Ethnic Restaurants</b> <i>LAP Lambert Academic Publishing, Germany (ISSN:978-3838395463)</i>
2010	<b>Hospitality Career Intention</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 978-3-8383-7610)</i>
2010	<b>The Employability of Hearing Impaired Graduates: A case of Malaysia Hospitality Industry</b> <i>LAP Lambert Academic Publishing, Germany (ISSN: 078-384-3382915)</i>

MANUALS	
2010	<b>Pengenalan Kepada Pengayaan Makanan</b> <i>University Technology MARA Press</i>
2009	<b>Restaurant Business Operation</b> <i>Ined, University Technology MARA</i>
2008	<b>Culinary History and Gastronomical Literature</b> <i>University Technology MARA Press</i>

JOURNAL ARTICLES	
2019	<b>How the acculturation of Baba Nyonya community affects Malacca food identity?</b> <i>Asian Ethnicity (SCOPUS, Q1)</i>
2019	<b>Re-patronization at hospital healthy cafeterias: what does it take for the occurrence?</b> <i>British Food Journal (SCOPUS, Q2)</i>
2019	<b>Kafetaria sihat initiative in Malaysian Public Hospital: Do customers Accept it?</b> <i>Journal of Food Service Business Research (SCOPUS,Q3)</i>
2018	<b>Indigenous Entrepreneurs and the Mainstream Tourism Industry Related Businesses: A Case of Orang Asli in Malaysia</b> <i>Journal of Fundamental and Applied Sciences (WOS)</i>
2018	<b>Validating The Measuring Instrument For Determinants Of Guest Perceived Value In Peer-to-peer Accommodation In Malaysia: A Pilot Study</b>



	International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Indigenous Entrepreneurs and Tourism Industry Related Businesses: Assessing the Socio-cultural Influence</b> The South Asian Journal of Tourism & Heritage (SAJTH) (ERA)
2018	<b>The Effect Of Service Delivery Failures On Service Recovery: A Causal Study</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Impact of Technology Advancement on the Malaysian Ethnic Festival Foods and its Foodways</b> <i>Asian Journal of Behavioural Studies (AjBeS)</i> ,
2018	<b>Supporting Attributes And Muslim Customer Purchase Behaviour Of Ramadhan Iftar Buffet At Five-star And Four-star Hotels Restaurants</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Malay Traditional Food Knowledge Transfer</b> <i>Asian Journal of Behavioural Studies (AjBeS)</i> ,
2018	<b>Indigenous Entrepreneurs And Tourism Industry Related Businesses: Assessing The Socio-cultural Influence</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Food and Tourism Destination Image: Moderating Effect of Local Food Consumption</b> <i>e-Review of Tourism Research (eRTR) (SCOPUS, Q3)</i>
2018	<b>Do kafeteria Sihat Attributes Influence Customers Post Purchase Behaviour?</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Guest Motives for Participation in Peer to Peer Accommodation: Evidence from Malaysia</b> Journal of Fundamental and Applied Sciences (WOS)
2018	<b>The Role Of Environmental Knowledge And Mediating Effect Of Pro-environmental Attitude Towards Food Waste Reduction</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>The Influence Of Empowerment, Rewards, And Training On Service Recovery Performance Among Frontline Hotel Employees In Malaysia</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>The Influence Of Empowerment, Rewards, And Training On Service Recovery Performance Among Frontline Hotel Employees In Malaysia</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Tourism Images And The International Tourists Response Behaviour: A Case Of Langkawi Island, Malaysia</b>



	International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Relationship Between Organizational Culture And Job Loyalty Among Five-star And Four-star Hotel Employees</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2018	<b>Impact Of Technology Advancement On The Malaysian Ethnic Festival Foods And Its Foodways</b> International Journal of Academic Research In Business And Social Sciences, Management Academic Society (ERA)
2017	<b>The influence of Baba Nyonya Acculturation on the Malacca food identity</b> <i>Journal of Tourism, Hospitality and Culinary Arts (special Issue) (MYCITE)</i>
2017	<b>The Moderating Effect of Tourism By-Products on the Relationship between Tourism Core Products and Destination Image (Sarawak, Malaysia)</b> <i>Geographica Pannonica (ERA)</i>
2017	<b>Measuring the Factors Affecting Hotel Online Reservation: A Structural Equation Modeling Approach</b> <i>World Applied Sciences Journal (ERA)</i>
2017	<b>Medical tourism: Tourist information sources, satisfaction and post behavioral</b> <i>Journal of Tourism, Hospitality and Culinary Arts (special Issue) (MYCITE)</i>
2017	<b>Service Enhancement and the Moderating Effect of In-House Training towards Restaurants' Business Resiliency</b> <i>World Applied Sciences Journal (ERA)</i>
2017	<b>Hotel Restaurants Ramadhan Iftar Buffet Menu Attributes, Brands and Muslim Customer Purchase Behaviour</b> <i>World Applied Sciences Journal (ERA)</i>
2017	<b>Development of a Comprehensive Model to Improve Service Quality and Delivery for the Malaysian Hotel Industry</b> <i>World Applied Sciences Journal (ERA)</i>
2017	<b>Airbnb: An Overview of a New Platform for Peer to Peer Accommodation in Malaysia</b> Advanced Science Letters (SCOPUS)
2017	<b>Hotel restaurant brand attributes: Exploratory Factor Analysis</b> <i>Journal of Tourism, Hospitality and Culinary Arts (special Issue) (MYCITE)</i>
2017	<b>Food and Tourism Destination Image: Moderating Effect of Local Food consumption</b> <i>E- review of Tourism Research (SCOPUS)</i>
2017	<b>iGPA as an Integrated Grading System: A qualitative study</b> <i>The New Educational Review (SCOPUS)</i>
2017	<b>The Effect of Satisfaction on the Relationship Between Perceived Destination Competitiveness and Response Behavior: A Test of Mediation Model</b> Advanced Science Letters ( SCOPUS)



2017	<b>Adoption of Shari'ah Governance Framework of Islamic financial institution industry into the muslim friendly hospitality industry in Malaysia: Is it possible?</b> <i>Journal of Engineering and Applied Sciences</i> 12 (14), 3665-3671
2017	<b>Do crises impede the international tourists travel motivation</b> <i>An International Multidisciplinary Journal of Tourism (SCOPUS)</i>
2017	<b>The Indigenous Entrepreneurship Characteristics: Assessing the Role of Social Culture Attributes</b> <i>Journal of Tourism, Hospitality and Culinary Arts (special Issue) (MYCITE)</i>
2017	<b>Moderating Effects of Environmental Variables on the Relationship Between BOS and Performance of Four and Five Star Hotels in Kuala Lumpur, Selangor, and Putrajaya, Malaysia</b> <i>Advanced Science Letters (SCOPUS)</i>
2017	<b>Does the Hipster Food Developing its Culture in Malaysia?</b> <i>Journal of Tourism, Hospitality and Culinary Arts (special Issue) (MYCITE)</i>
2016	<b>Knowledge on the Malaysian Food Heritage</b> <i>Asian of Quality of Life</i> 2(5)
2016	<b>Is rural Tourism Important to Malaysian tour operators?</b> <i>Tourism, Leisure and Global Change</i> 3, 153-162
2016	<b>Core Tourism Products and Destination Image: A Case of Sabah, Malaysia</b> <i>International Journal of Social behavioral, Education, Economic Management, Economics and Business and Industrials Engineering</i> , 9 (7), 2568-2576 (SCOPUS)
2016	<b>Determinants of Food Heritage towards Food Identity</b> <i>Environment Behaviour Journal</i> 1(1),390-397
2016	<b>Dark Tourism: Has it Becoming Prevalent in Malaysia Tourism Industry?</b> <i>Journal of Hospitality and Tourism Management</i> , 22 (1), 47-56 (SCOPUS)
2016	<b>Moderating Effects of Wedding Food Cost Toward Late Marriage among the Malays Muslim Male Mature Young Adults</b> <i>The SEARCH Journal (SCOPUS)</i>
2016	<b>The stimulus of Sociocultural Factors, Internalization, food choice and Eating pattern: A case of young women</b> <i>TEAM Journal Hospitality and Tourism</i>
2015	<b>Is the Sense of Community towards Participation in Tourism Development among the Minorities in Multiracial Countries the Same?</b> <i>International Journal of Social, Management, Economics and Business Engineering (SCOPUS, ERA)</i>
2014	<b>The Causal Relationships between Destination Image, Tourist Satisfaction and Revisit Intention: A Case of the United Arab Emirates</b> <i>International Journal of Social, Management, Economics and Business Engineering</i> , 8 (10), 3147- 3153 (SCOPUS, ERA)
2014	<b>The Effect of Displacement on Indigenous Tribes'</b>



	<p><b>Socio-Culture and Food Practices</b>  <i>International Journal of Social, Management, Economics and Business Engineering</i>, 8(7), 2317- 2323  (SCOPUS, ERA)</p>
2014	<p><b>Common Acceptable Cuisine in Multicultural Countries: Towards Building the National Food Identity</b>  <i>International Journal of Social, Management, Economics and Business Engineering</i>, 8 (3), 842- 848.  (SCOPUS, ERA)</p>
2014	<p><b>Hospitality Program Postgraduate Theses: What Hinders Their Accomplishment?</b>  <i>International Journal of Social, Management, Economics and Business Engineering</i>, 8(9), 2818- 2825  (SCOPUS, ERA)</p>
2014	<p><b>The Relationship Between Ramadan Bazaar and the Attraction and dissemination of information: A case of the international Tourists</b>  <i>International Journal of Social, Management, Economics and Business Engineering</i>, 8 (3), 855- 860  (SCOPUS, ERA)</p>
2013	<p><b>Pulut Kuning in Malay Society: Beliefs and Practices</b>  <i>Journal of Asian Social Science, Canadian Center of Science and Education</i>, 9 (7), 29-40  (SCOPUS)</p>
2013	<p><b>Malay Traditional Food Knowledge and Young Generation Practices</b>  <i>Science Data Record Journal, USA</i>, 5 (4) 14-24  (ISI THOMSON)</p>
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2012	<p><b>Malay Food Terminologies: Understanding and Usage</b>  <i>Science Data Record Journal</i>, 4 (11)118-130, USA  ( ISI THOMSON)</p>
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2012	<p><b>Customer satisfaction with Hypermarket Fresh Good Characteristics.</b>  <i>Journal of Tourism, Hospitality and Culinary Arts</i>, 4 (1), 17-37  (DOAJ, CABELLS, GOOGLE SCHOLAR)</p>
2012	<p><b>Dry hotel and Shariah Compliant Practices: Concepts, Challenges and Reality in Malaysia</b>  <i>Interdisciplinary Journal of Contemporary Research in Business</i>,</p>



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2011	<b>In-flight Meals, Passengers' Level of Satisfaction and Re-flying Intention</b> <i>International Journal Human and Social Sciences, 5 (12), 1777-1784, (WASET) SCOPUS</i>
2011	<b>Hotel Website Dimension: Analyzing Customer Preferences.</b> <i>Journal of Tourism, Hospitality and Culinary Arts, 2 (3), 85-108 (DOAJ, GOOGLE SCHOLAR)</i>
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2011	<b>Nutritional Labelling in Malaysian Full Service Restaurant Menu</b> <i>Journal of ASIAN Behavioural Studies, 1 (3), 51-59 (SCOPUS)</i>
2011	<b>Modernization and the Alteration of the Malay Wedding Foodways in the Urban Area</b> <i>Interdisciplinary Journal of Contemporary Research in Business, 11 (3), 511-522 (ULRICHS, DOAJ, EBSCO, CABELLS-USA, APA-PsycInfo, Journals Seek, ABI/INFORM-USA)</i>
2011	<b>The Effect of Factors Influencing The Perception Of Price Fairness Toward Customers Response Behaviour</b> <i>Journal of Global Research. Global Research, 2 (1), 22-38 (APA-PsycInfo)</i>
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2011	<b>Restaurant Brand Image Attributions, Customer Preferences and Purchase Decision: Evidence from Malaysia</b> <i>Scientia Journal Res Manageria, 1 (1), 32-42 (DOAJ, EBSCO, CABELLS-USA, ABI/INFORM-USA)</i>
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2010	<p><b>Food and Malaysian Climber at High Altitude</b>  <i>Word Applied Science Journal.10, Special Issue on Tourism and Hospitality,180-185 (ISI THOMSON, SCOPUS)</i></p>
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2010	<p><b>Nutritional Information in Restaurant Menu: What do Malaysia Customers Think?</b>  <i>International Journal of Contemporary Research in Business, 2 (4), 333-346 (ULRICHS, DOAJ, EBSCO, CABELLS-USA, APA-PsycInfo, JournalsSeek, ABI/INFORM-USA)</i></p>
2010	<p><b>Responsiveness of Restaurateurs toward the Implementation of Environmentally Friendly Practices</b>  <i>South Asian Journal of Tourism and Heritage, 2 (2), 10-20 (DOAJ, EBSCO, ABI/INFORM-USA)</i></p>
2010	<p><b>Workplace Bullying Experiences, Emotional Dissonance and Subsequent Intentions To Pursue A Career in The Hospitality Industry</b>  <i>Journal of Global Business and Economics, 1 (1), 15-26 (APA-PsycInfo, ABI/INFORM-USA)</i></p>
2010	<p><b>Thai Food in Malaysia: Diagnosing Restaurant Operators and Patron Acceptance Levels</b>  <i>International Journal of Business and Management, 1 (1), 23-34 (SCOPUS)</i></p>
2010	<p><b>An Investigative Study into the Hazard Analysis of Critical Control Point (HACCP)Implementation in the Small and Medium Sized Food Manufacturing Enterprises (SMEs)</b>  <i>Interdisciplinary Journal of Contemporary Research in Business, 1 (9), 46-61 (ULRICHS, DOAJ, EBSCO, CABELLS-USA, APA-PsycInfo, JournalsSeek, ABI/INFORM-USA)</i></p>
2010	<p><b>Hazard Analysis of Critical Control Point (HACCP) Implementation in Medium Sized Food Manufacturing Enterprises</b>  <i>Journal of Tourism, Hospitality and Culinary Arts. 3 (2), 43- 54</i></p>
2010	<p><b>Assessing Guests' View of Service Delivery at Captive Hotels</b>  <i>South Asian Journal of Tourism and Heritage, 3 (1), 46-58 (ULRICHS, DOAJ, EBSCO)</i></p>
2009	<p><b>Tourism Development: A Geographical Perspective</b>  <i>Journal of Asian Social Science, 5 (5), 67-76</i></p>





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2009	<b>Individual Differences, Perceived Ease of Use, and Perceived Usefulness in the in the E-Library</b> <i>Journal of Computer and Information Science</i> , 2 (1), 76-83 (ULRICHS, DOAJ, EBSCO)
2009	<b>Traveling Pattern and Preferences of the Arab Tourists in Malaysian Hotels</b> <i>International Business and Management</i> , 4 (8), 3-9 (SCOPUS)
2009	<b>An Empirical Assessment of Hotel Departmental Managers Turnover Intentions: The Impact of Organizational Justice</b> <i>International Journal of Business and Management</i> , 4 (8), 173-183. (SCOPUS)
2009	<b>Malaysian Gastronomic Tourism Products: Assessing the Level of Their Acceptance Among the Western Tourists</b> <i>South Asian Journal on Tourism and Heritage</i> , 2 (1), 31-34 (DOAJ, EBSCO, CABELLS-USA)
2009	<b>Restaurant Service Delivery Attributes and Customer Patronization: Comparison of Two Malaysian Ethnic Restaurants</b> <i>International Journal of Hospitality and Tourism Systems</i> , 2 (1), 22-32 (ULRICHS, DOAJ, EBSCO)
2009	<b>Do Thai Foods Outshine Malaysian Foods Locally and Internationally?</b> <i>Journal of Tourism, Hospitality and Culinary Arts</i> , 1 (1), 23-34
2009	<b>Gastronomy: An Opportunity for Malaysian Culinary Educators</b> <i>International Education Studies</i> , 2 (2), 66-71 (ULRICHS, DOAJ, EBSCO)
2009	<b>Estimating Tourism Demand in Malaysia</b> <i>Journal on Travel and Tourism. Center for Mountain Tourism and Hospitality Studies</i> , 10 (2), 123-132 (ULRICHS, DOAJ, EBSCO)
2008	<b>Customer Reaction to Service Delays in Malaysian Ethnic Restaurants</b> <i>South Asian of Tourism and Heritage</i> , 1 (1), 20-31 (DOAJ, EBSCO, CABELLS-USA)
2008	<b>Hospitality Career Interest: Analysis of Students interest based on Location of Upbringing</b> <i>ASEAN Journal on Hospitality and Tourism</i> . 7 (1), 12-24
2007	<b>Empirical Assessment of Business Strategy amd Structure Relationship of 3-star Hotels in Malaysia</b> <i>TEAM Journal of Hospitality &amp; Tourism</i> , 1 (1), 40-55
2005	<b>A Study of Factors Moderating Students Selection of Hospitality Program and Subsequent Career Intentions</b> <i>Journal Tourism Educators of Malaysia</i> , 1(2), 51-68



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	<b>STP abandung</b>
	<b>Melaka</b>
2018	<b>Conceptual Framework for Shariah Governance with special reference to the Muslim Friendly Hotel Sector in Malaysia</b> <i>Country Experiences in Economic Development, Management and Entrepreneurship: Proceedings of the 17th Eurasia Business and Economics Society Conference</i>
2017	<b>Integrated Cumulative Grade Point Average (iCGPA): Feedback from the Hospitality Industry Players.</b> <i>iCGPA International Conference (iIC 2017), 17-19 July. Istana Hotel Kuala Lumpur.</i>
2016	<b>Determinants of Food Heritage Toward Food Identity</b> <i>6<sup>th</sup>. Asia Pacific International Conference on Environment Behavior Studies (Elsevier)</i>
2016	<b>Integrated Cumulative Grade Point Average (icgpa): Concepts, Challenges, and Reality.</b> <i>Conference Heads of Academic Department (CHAD) 1-2 December, 2016. ILD, Universiti Teknologi MARA, Bandar Enstek, Nilai Negeri Sembilan</i>
2016	<b>Hotel Restaurant brand attributes, dining Experience, satisfaction and behavioural intention: Developing a Study Framework</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Malay Cooking Terminologies: Understanding and usage</b> <i>Proceeding of the ASEAN Entrepreneurship conference</i>
2016	<b>Indigenous entrepreneurs and the moderating effect of social capital and government support on mainstream business intention</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Service Enhancement, in house training and Restaurant Business Resilience: Integrating the study Framework</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
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2016	<b>The Knowledge of Food Heritage identity in the Klang Valley, Malaysia</b> <i>Procedia Social and Behavioural sciences</i>



2016	<b>Blue Ocean Strategy and performance of four and five-star hotel in Kuala Lumpur</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Restriction on Malay Traditional Food Practices</b> <i>Procedia Social and Behavioural sciences</i>
2016	<b>Perceived destination competitiveness: An Empirical assessment using PLS – SEM</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Dimensional Structure of rural tourism cultural attributes: A confirmatory factor analysis approach</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Customers technology readiness and customer information satisfaction on tablet based menu ordering experience</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Knowledge and Awareness on the Food Heritage: A Gender view</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Pork Free Restaurant: Halal Knowledge of the Operators</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Challenges and difficulties in adopting and practicing traditional Malay festive food</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
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2016	<b>Commitment and Loyalty of the hearing impaired employees in the fast food restaurants</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2016	<b>Trends of late marriage among young Muslim Males in Malaysia: Do wedding food cost cause the causation</b> <i>3<sup>rd</sup> International Hospitality and Tourism Conference, Bandung, Indonesia</i>
2015	<b>Young Generation Practices on Malaysian Ethnic Festival Foodways</b> <i>Procedia-Social and Behavioral Sciences 170, 300-307</i>
2015	<b>A causal relationship between adaption on ethnics' type of foods and formation of the common acceptable cuisine</b> <i>In proceeding of Hospitality and Tourism Conference, 1- 2 November, Malacca (SCOPUS)</i>



2015	<p><b>Are understanding and the practices of Malay food terminologies among three Malay generations of culinarians the same</b></p> <p><i>In proceeding of Hospitality and Tourism Conference, 1- 2 November, Malacca (SCOPUS)</i></p>
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2015	<p><b>Conceptual Framework for Shariah Governance with Special Reference to Muslim Friendly Hotel Sector in Malaysia</b></p> <p><i>International Conference on Technology, Science, Social Sciences and Humanities (ICTeSSH), London United Kingdom, 20 April, 2015 (SCOPUS)</i></p>
2015	<p><b>Knowledge and Awareness on Food Heritage in Klang Valley, Malaysia</b></p> <p><i>In proceeding of AMER International Conference Quality of Life, The Akmani Hotel, Jakarta, Indonesia, 25-27 April 2015 (Elsevier, SCOPUS)</i></p>
2015	<p><b>The Importance of Knowledge Transmission and Its Relation Toward the Continuity of the Malay Traditional Food Practices</b></p> <p><i>In proceeding of AMER International Conference Quality of Life, The Akmani Hotel, Jakarta, Indonesia, 25-27 April 2015 (Elsevier, SCOPUS)</i></p>
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2014	<p><b>Identification of Food Heritage: Food Identity analysis on Demographic Background</b></p> <p><i>In proceeding of National Research and Innovation Conference for the Graduate students in Social Sciences, Corus Paradise, Port Dickson, 5-7 December, 2014</i></p>
2014	<p><b>Postgraduate Students, Reading Comprehension, Writing Skills and Thesis Completion</b></p> <p><i>In proceeding of The 2<sup>th</sup> International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September,</i></p>



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2014	<b>The Young Generation Practices on Malaysian Ethnic Festival Foodways</b> <i>In proceeding of Asian Conference on Environment – Behaviour Studies, Chung Ang University, Seoul, S. Korea, 25-26 August 2014 (Elsevier, SCOPUS)</i>
2014	<b>Image Formation, Tourism Images and Tourists Visit Intention: Developing Constructs for Empirical Investigation</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014 (SCOPUS)</i>
2014	<b>Revealing the Scenario of Food Neophobia among Higher Learning Institution Students From Klang Valley, Malaysia</b> <i>In proceeding of Asian Conference on Environment – Behaviour Studies, Chung Ang University, Seoul, S. Korea, 25-26 August 2014 (Elsevier, SCOPUS)</i>
2014	<b>Does Understanding and The Practices of Malay Food Terminologies Among Three Malay Generations of Culinarian the Same?</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014 (SCOPUS)</i>
2014	<b>Organizational DNA and Human Resource Practices: Its Implication Towards Hotel Performance</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference 2014 Universiti Teknologi MARA Penang, 2-4 September, 2014 (SCOPUS)</i>
2014	<b>Sociocultural Factors, Female Students Body Internalization, Food Choices and Eating Patterns</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014 (SCOPUS)</i>
2014	<b>Tourism Signatures and Moderating Effect of By-Products in Building Sarawak State Destination Image</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014 (SCOPUS)</i>



2014	<b>Tourists Perceived Destination Competitiveness: A Case of Langkawi Island, Malaysia</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>Does Food Besides Tourism Core Products Contribute to Sabah Destination Image?</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>The Effect of Displacement on Indigenous Tribes Socio-Culture and Food Practices</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>Complaint Behavior on Too Long Waiting or Service Delay: Analysis Based on Customer Genders and Occupations</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>Traditional Hari Raya Food: An Insight from Three Malay Women Generations</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
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2014	<b>Social Interaction Among Malaysian Ethnics: Its Impact on Food Preparation and Consumption</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>Customer Behavioral Intention: Influence of Service Delivery Failures and Perceived Value in Malay Restaurants</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4September, 2014</i> (SCOPUS)





2014	<b>The Mediating Effect of Attitude Between Customer Responsiveness and Actual usage of “Touch ‘n Go in Foodservice Outlet</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>The Integration of Technology Readiness (TR) and Customer Perceived Value (CPV) in Tablet – Based Menu Ordering Experience</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2014	<b>Understanding and Usage of Malay Food Terminologies among Young Malay Culinaris</b> <i>In proceeding of The 2th International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-4 September, 2014</i> (SCOPUS)
2013	<b>Determinant of Food Heritage in Malaysia Context</b> <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013</i> (ELSEVIER, ISI THOMSON )
2013	<b>Responsiveness of Smart Card in Restaurants: Factor Analysis Approach.</b> <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013</i> (ELSEVIER, ISI THOMSON )
2013	<b>How Could The Transfer Of Food Knowledge Be Passed Down?</b> <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013 (ELSEVIER, ISI THOMSON )</i>
2013	<b>Are Malaysian Foods Important to Local Tour Operators?</b> <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013 (ELSEVIER, ISI THOMSON )</i>
2013	<b>Perceived Destination Competitiveness of Langkawi Island, Malaysia; A Preliminary Findings</b> <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013 (ELSEVIER, ISI THOMSON )</i>
2013	<b>The Approach of Malay Food Preparation Terminologies among Young Malay Culinaris</b> <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013 (ELSEVIER, ISI THOMSON )</i>





2013	<p><b>Customer Behavioural Intention: Influence of Service Delivery Failure and Service Recovery in Malay Restaurants.</b>  <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013 (ELSEVIER, ISI THOMSON )</i></p>
2013	<p><b>Acculturation of Foodways Among the Ethnic Groups</b>  <i>In proceeding of Asia Pacific International Conference on Environment-Behaviour Studies University of Westminster, London, UK, 6-8 September 2013 (ELSEVIER, ISI THOMSON )</i></p>
2013	<p><b>Service Delay of Cook to Order Food: What do Malaysia Gerai Customers React?</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Psychological Determinants of Food Neophobia and Young Culinarrians</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Iranian Restaurant Business in Malaysia: Diagnosing Operator's Views.</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Common Acceptable Cuisine and National Food identity</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Educational Value of Dark Tourism: Tour Operators Perceived Importance and Action Behaviour</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>The Adaptation of Malay Food Knowledge among Malay Generation</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Food Beliefs and Practices Among Malay Women in Postpartum Period</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Food Heritage and Nation Food Identity Formation.</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Chinese Cooking Methods Terminologies: Understanding and Usage Among Young Chinese Culinarrians</b>  <i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>



2013	<p><b>The Mediating Role of Brand Image and Awareness Towards Smart Card Usage in Restaurants</b></p> <p><i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Food Related Activities and Malaysian Tour Operators</b></p> <p><i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Community Participation Toward States Tourism Development: A Case of Baba Nyonya and Portuguese Minority</b></p> <p><i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013 (SCOPUS)</i></p>
2013	<p><b>Pork Free Restaurants in Malaysia: Issue of Halal and Muslim Customer Patronization</b></p> <p><i>In proceeding of International Hospitality and Tourism Post Graduate Conference, Shah Alam, 2-3 September 2013(SCOPUS)</i></p>
2013	<p><b>Perceived Organizational Politic and Organizational Support Toward Organizational Image and Turnover Intentions ( A case study of Four Star Rating Hotel In Seberang Jaya, Penang</b></p> <p><i>In Proceeding of Global Conference of Business, Economic and Social Sciences (GBSR), Kuala Lumpur Malaysia, 25-25 June 2013</i></p>
2013	<p><b>Factors that Restrict Young Generation to Practice Malay Traditional Festival Food</b></p> <p><i>In Proceeding of AMER International Conference on Quality of Life, Langkawi 6-8 April 2013 (ELSEVIER, ISI THOMSON)</i></p>
2013	<p><b>Effects of Transmission of Malay Daily Food Knowledge on the Generation Practices</b></p> <p><i>In Proceedings of ASEAN Conference on Environment-Behaviour Studies, Hanoi Architectural University (ELSEVIER, ISI THOMSON)</i></p>
2013	<p><b>Impact of Technology Advancement on The Malaysia Ethnic Festival Foods and Its Foodways</b></p> <p><i>In Proceedings of ASEAN Conference on Environment- Behaviour Studies 2013, Centre for Environment-Behaviour Studies, Faculty of Architecture, Planning &amp; Surveying, UiTM Malaysia (ELSEVIER, ISI THOMSON)</i></p>
2013	<p><b>Determinants of Visitors attraction to the Rumah Terbuka Aidifitri: Malaysia Eid Festival.</b></p> <p><i>In proceeding of IEEE Symposium on Humanities, Science and Engineering, Hard Rock Hotel Penang, Penang Malaysia , 23 – 25 June 2013 (SCOPUS)</i></p>
2013	<p><b>The Level Of Employability Of Males And Females Hearing Impaired Graduates In Malaysia Hospitality Industry</b></p>



	<i>In proceedings of international conference on business and management social sciences research society (SOSRES), Turkey, March 2013</i>
2012	<b>Basic Western Cuisine Modular System and Students Phychomotor Performance: A Case of Malaysia Community Colleges</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3 - 5 September 2012 (SCOPUS)</i>
2012	<b>Post Graduate's Thesis Accomplishment: Issueson its Attributables</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur.3- 5 September 2012(SCOPUS)</i>
2012	<b>Routine of Cooking Practices Among Malaysian Working Women</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3 - 5 September 2012 (SCOPUS)</i>
2012	<b>Acculturation, Foodways and Malaysian Food Indentity</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3 - 5 September 2012 (SCOPUS)</i>
2012	<b>Traditional Food Knowledge (TFK)of Malay Festive Food</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>
2012	<b>Are Gastronomic Products Important to Malaysia Tour Operators</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>
2012	<b>Displacement: Orang Asli Social Culture and Food Practices</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>
2012	<b>Ramadhan Bazaar, International Tourist Attractionand Dissimination Infomation Behaviour</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>
2012	<b>Gastronomy in Malay Feast: Sociological Changes and Modernization</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>
2012	<b>Hypermarket Fresh Food Attrubutes Towrad Customer Satisfaction</b> <i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>



2012	<p><b>Impact of Information Exchange of e –Word – of-Mouth Toward Intention to Purchase</b></p> <p><i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i></p>
2012	<p><b>E-payment: How Malaysian Restaurant Operators and Customer Respond?</b></p> <p><i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur, 3-5 September 2012 (SCOPUS)</i></p>
2012	<p><b>Destination Competitiveness Tourism Performance and Residents Quality of Life</b></p> <p><i>In Proceeding of the International Hospitality and Tourism Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i></p>
2012	<p><b>The Transmission Modes of Malay Traditional Food Knowledge Within Generations</b></p> <p><i>In Proceeding of ASEAN Conference on Environment – Behaviour Studies. Bangkok, Thailand. 16 -18 July 2012 (EISEVIER, ISI THOMSON)</i></p>
2012	<p><b>Dry Hotel and Syariah Compliant Practices: Concept, Challenges and Reality in Malaysia</b></p> <p><i>In Proceeding on International Conference on Innovation, Management and Technology Research (ICIMTR) Melaka, Malaysia. 21-22 May 2012</i></p>
2012	<p><b>Customer Awareness Toward Syariah Compliant Hotel</b></p> <p><i>In Proceeding on International Conference on Innovation, Management and Technology Research (ICIMTR) Melaka, Malaysia. 21-22 May 2012</i></p>
2012	<p><b>Ramadhan Bazaar, International Tourist Attraction and Dissimination Information Behaviour</b></p> <p><i>In Proceeding on International Conference on Innovation, Management and Technology Research (ICIMTR) Melaka, Malaysia. 21-22 May 2012</i></p>
2012	<p><b>Acculturation of Foodways, Adapation and Malaysia Food Identity</b></p> <p><i>Graduate Research Colloquium 29 June 2012 , Taylor University</i></p>
2012	<p><b>Do Gastronomic Products Important To Malaysia Tour Operators</b></p> <p><i>Graduate Research Colloquium 29 June 2012 , Taylor University</i></p>
2012	<p><b>Traditional Food Knowledge (TFK) Transmission Processes in Malay Festive Foods</b></p> <p><i>Graduate Research Colloquium 29 June 2012 , Taylor University</i></p>
2012	<p><b>Destination Competitiveness Tourism Performance and Residents Quality of Life</b></p> <p><i>In Proceeding of the International Hospitality and Tourism</i></p>



	<i>Conference, Kuala Lumpur. 3-5 September 2012 (SCOPUS)</i>
<b>2012</b>	<b>The Transmission Modes of Malay Traditional Food Knowledge Within Generations</b> <i>In Proceeding of ASEAN Conference on Environment – Behaviour Studies. Bangkok, Thailand. 16 -18 July 2012 (EISEVIER, ISI THOMSON)</i>
<b>2012</b>	<b>Dry Hotel and Syariah Compliant Practices: Concept, Challenges and Reality in Malaysia</b> <i>In Proceeding on International Conference on Innovation, Management and Technology Research (ICIMTR) Melaka, Malaysia. 21-22 May 2012</i>
<b>2012</b>	<b>Customer Awareness Toward Syariah Compliant Hotel</b> <i>In Proceeding on International Conference on Innovation, Management and Technology Research (ICIMTR) Melaka, Malaysia. 21-22 May 2012</i>
<b>2012</b>	<b>Ramadhan Bazaar, International Tourist Attraction and Dissimination Information Behaviour</b> <i>In Proceeding on International Conference on Innovation, Management and Technology Research (ICIMTR) Melaka, Malaysia. 21-22 May 2012</i>
<b>2012</b>	<b>Acculturation of Foodways, Adaptation and Malaysia Food Identity</b> <i>Graduate Research Colloquium 29 June 2012 , Taylor University</i>
<b>2012</b>	<b>Do Gastronomic Products Important To Malaysia Tour Operators</b> <i>Graduate Research Colloquium 29 June 2012 , Taylor University</i>
<b>2012</b>	<b>Traditional Food Knowledge (TFK) Transmission Processes in Malay Festive Foods</b> <i>Graduate Research Colloquium 29 June 2012 , Taylor University</i>
<b>2012</b>	<b>E-payments: Restaurant Operators Responsiveness and Customer Actual Behaviour</b> <i>Graduate Research Colloquium 29 June 2012 , Taylor University</i>
<b>2012</b>	<b>The Transfer of Traditional Food Knowledge</b> <i>In Proceedings of on Arts, Social Sciences and Technology (ICAST) Penang, 3 - 5 March 2012 (SCOPUS)</i>
<b>2012</b>	<b>Acculturation, Foodways and Food Identity Formation</b> <i>In Proceedings of on Arts, Social Sciences and Technology (ICAST). Penang, 3 - 5 March 2012 (SCOPUS)</i>
<b>2012</b>	<b>Traditional Food Knowledge (TFK) in Malay Festival Food</b> <i>In Proceedings of on Arts, Social Sciences and Technology (ICAST) Penang, 3 - 5 March 2012 (SCOPUS)</i>



2011	<p><b>The Alteration of Sarawak Natives' Food: It's Impact to Sarawak State Tourism</b></p> <p><i>In Proceedings of 2nd International Conference on Business and Economic Research (2nd ICBER , Conference Master). Langkawi, Kedah 14-16 March 2011</i></p>
2011	<p><b>The Effect of Factors Influencing the Perception of Price Fairness towards Customer Response Behaviors</b></p> <p><i>In Proceedings of 2nd International Conference on Business and Economic Research, Conference Master Resources. Penang, 3-5 March 2011</i></p>
2011	<p><b>Exploratory Studies on Online Grocery Shopping</b></p> <p><i>In Proceedings of The 3 rd International Conference on Information and Financial Engineering, Shanghai, China. 19 - 21 August 2011</i></p>
2010	<p><b>Performance Evaluation of Online Discussion</b></p> <p><i>In Proceedings of International Conference on Science and Social Research, UiTM and RMI, Kuala Lumpur, 5 - 7 December 2010 (IEEE) SCOPUS)</i></p>
2010	<p><b>Food and Malaysian Climbers at High Altitudes</b></p> <p><i>In Proceedings of International Conference on Science Social Research, Universiti Teknologi MARA. Kuala Lumpur , 5 - 7 December 2010 (IEEE) SCOPUS)</i></p>
2010	<p><b>Malaysian Gastronomic: Analysis on the Western Tourists Level of Consumption and Experiences Based on Gender and Age</b></p> <p><i>In Proceedings of International Conference on Science &amp; Social Research, Universiti Teknologi MARA (IEEE) Kuala Lumpur, 5 - 7 December 2010 (IEEE) SCOPUS)</i></p>
2010	<p><b>Malaysian Hospitality Managerial Knowledge: A Competence Model Approach</b></p> <p><i>In Proceedings of International Conference of Science and Social Research, IEEE/UiTM. Kuala Lumpur, 5 - 7 December 2010 (IEEE) SCOPUS)</i></p>
2010	<p><b>British Tourist's Motivation and Satisfaction in Visiting Malaysia</b></p> <p><i>In Proceedings of 4th Tourism Outlook &amp; 3rd ITSA Conference, FPHP and ITSA, 30th November – 2 December 2010 (IEEE) SCOPUS)</i></p>
2010	<p><b>Tipping:Has it Becoming Prevalent Norms in Malaysia Hospitality Industry?</b></p> <p><i>In Proceedings of 4th Tourism Outlook &amp; 3rd ITSA Conference, FPHP and ITSA, 30th November – 2 December 2010</i></p>





2010	<p><b>The Influence of Modernization on Malaysian Ethnic Festival Food</b></p> <p><i>In Proceedings of 3rd Asia-Euro Tourism, Hospitality &amp; Gastronomy Conference, Taylor's University and University of Toulouse, France, 24 - 26 November 2010</i></p>
2010	<p><b>Modernization and Malay Matrimonial Foodways in the Rural Area</b></p> <p><i>In Proceedings of 3rd Asia-Euro Tourism, Hospitality &amp; Gastronomy Conference, Taylor's University and University of Toulouse, France. 24 - 26 November 2010</i></p>
2010	<p><b>Perception of Price Fairness and Customer Response Behaviors: Factors Influencing Perceived Price Fairness</b></p> <p><i>In Proceedings of 3rd Asia-Euro Tourism, Hospitality &amp; Gastronomy Conference, Taylor's University and University of Toulouse, France, 24 - 26 November 2010</i></p>
2010	<p><b>Perception of price Fairness and Customer Response Behaviors</b></p> <p><i>In Proceedings of 3rd Asia-Euro Tourism, Hospitality &amp; Gastronomy Conference, Taylor's University and University of Toulouse, France, 24 - 26 November 2010</i></p>
2010	<p><b>Modernization and Malay Matrimonial Foodways in the Rural Area</b></p> <p><i>In Proceedings of 3rd Asia-Euro Tourism, Hospitality &amp; Gastronomy Conference, Taylor's University and University of Toulouse, France, 24 - 26 November 2010</i></p>
2010	<p><b>Fast Food Restaurant Industry Scenario in Malaysia: College Students Perception</b></p> <p><i>In Proceedings of Terengganu International Business and Economic Conference , UITM, State Government and Yayasan Terengganu, Primula Beach, 5 - 7 August, 2010</i></p>
2010	<p><b>Customer Perception on Nutritional Information in Restaurant Menu and Its Contribution to Purchase Decision</b></p> <p><i>In Proceedings of ASEAN Conference on Environment Behaviour Studies ( Center For Environment Behavioural Studies), UITM, Sarawak, 7 - 8 July 2010</i></p>
2010	<p><b>Airport Eating Outlets' Menu Attributes and Travellers' Dining Intentions: A Case of Low Cost Carrier Terminal Airport (LCCT) in Sepang, Malaysia</b></p> <p><i>In Proceedings of International Conference on Marketing (ICMAR), Kulliyah of Economics &amp; Management Sciences, IIUM, 30 June 2010</i></p>
2010	<p><b>Sexual Harassment Experiences and Its influence on Hospitality Students' Career Entry Decisions</b></p>





	<i>In Proceedings of Regional Seminar: Science Technology &amp; Social Sciences (STSS) 2010, UiTM Pahang &amp; Pahang State Government, M. S Garden Kuantan, 1-2 June 2010</i>
<b>2010</b>	<b>Modernization and Ethnic Festival Food</b> <i>In Proceedings of International conference on Business and Economic Research, Global Research Agency, Kuching, Sarawak, 15 -16 March 2010</i>
<b>2010</b>	<b>Assessing Students' Acceptance and Satisfaction Level on Service Delivery Attributes At UiTM Hostels' Cafeterias</b> <i>In Proceedings of International Conference on Arts, Social Sciences and Technology , UiTM, Kedah, Gurney Drive Hotel, Penang, 24-25 February 2010</i>
<b>2010</b>	<b>The Employability of Hearing Impaired Graduates: A case of Malaysia Hospitality</b> <i>In Proceedings of International Conference on Arts, Social Sciences and Technology, UiTM, Kedah, Gurney Drive Hotel, Penang, 24 - 25 February 2010</i>
<b>2010</b>	<b>The employability of hearing impaired graduates in hospitality industry: A Case of Malaysia</b> <i>In Proceedings of International Conference on Arts, Social Sciences and Technology, UiTM, Kedah, Gurney Drive Hotel, Penang, 24-25 February 2010</i>
<b>2010</b>	<b>Assessing Students' Acceptance and Satisfaction Level on Service Delivery Attributes at UiTM's Residential Hostel's Cafeteria</b> <i>In Proceedings of International Conference on Arts, Social Sciences and Technology, UiTM, Kedah, Gurney Drive Hotel, Penang, 24-25 February 2010</i>
<b>2009</b>	<b>Workplace Bullying Experiences, Emotional Dissonance and Subsequent Intention to Pursue a Career in Hospitality Industry</b> <i>In Proceedings of International conference on Business and Economic Research, Global Research Agency, Kuching, Sarawak, 15 -16 March 2010</i>
<b>2009</b>	<b>The Employability of Hearing Impaired Graduates in Malaysian Hospitality industry</b> <i>In Proceedings of The 8 th Asia Pacific Graduate Students Research Conference, ASIAN CHRIE and Sejong University, Korea, 7 - 9 July 2009</i>
<b>2008</b>	<b>Empowerment of the line Managers in HR Activities: HRM Issue in Malaysia</b> <i>In Proceedings of The 4th National Human Resource Management Conference, Malaysian Institute of Human Resource Malaysia, Tiara Beach Resort. Port Dickson, 17 - 19 August 2008</i>



2008	<p><b>Estimating Tourism Demand in Malaysia</b>  <i>In Proceedings of The 7th Asia Pacific Forum for Graduate Students Research in Tourism , UiTM, Hongkong Polytech University &amp; Taylors College University, 3 - 4 June 2008</i></p>
2008	<p><b>The Perception of Western Tourists toward Malaysian Gastronomy Products</b>  <i>In Proceedings of The 1st Gastronomic Tourism Conference , KDU and Faculty of Hotel and Tourism Management. 28 May 2008</i></p>
2008	<p><b>The Perception of Western Tourists toward Malaysian Gastronomy Products</b>  <i>In Proceedings of The 1st Gastronomic Tourism Conference , KDU and Faculty of Hotel and Tourism Management. 28 May 2008</i></p>
2008	<p><b>Gastronomy: An Opportunity For Malaysian Culinary Educators In Proceedings of The 1st Gastronomic Tourism Conference , KDU and Faculty of Hotel and Tourism Management. 28 May 2008</b></p>
2008	<p><b>A study into the HACCP Implementation in Small and Medium Sized Food Enterprises in Malaysia</b>  <i>In Proceedings of Proceeding of Asian Forum on Business Education Conference , SEGI International Kuala Lumpur , 3 - 4 December 2008</i></p>
2008	<p><b>An Empirical Assessment of Hotel Managers Turnover Intentions: The Impact of Organizational Justice</b>  <i>In Proceedings of Proceeding of Asian Forum on Business Education Conference , SEGI International Kuala Lumpur , 3 - 4 December 2008</i></p>
2007	<p><b>Gastronomy Products as Tourist Motivational Factors: Malaysia Perspectives</b>  <i>In Proceedings of The 5th Tourism Educators Conference, Tourism Educators Association Malaysia, University Science Malaysia, 3 - 4 August 2007</i></p>
2007	<p><b>Assessing Students Cooking Knowledge Before Enrolled in Culinary Arts Program</b>  <i>In Proceedings of The 5th Tourism Educators Conference, Tourism Educators Association Malaysia, University Science Malaysia, 3 - 4 August 2007</i></p>
2007	<p><b>Empirical Assessment of Business Strategy and Structure Relationship of 3 star hotel in Malaysia</b>  <i>In Proceedings of The 5th Tourism Educators Conference, Tourism Educators Association</i></p>
2007	<p><b>Traveling Pattern and Preferences of the Arab Tourists in Hotel Restaurant Food and Front Office</b>  <i>In Proceedings of The 3rd Tourism Outlook Conference, HOTTOUR</i></p>



	<i>/ Queensland University, UiTM, Shah Alam, 16 - 18 July 2007</i>
<b>2007</b>	<b>Do Thai Food Outshine the Malaysian Food</b> <i>In Proceedings of The 3rd Tourism Outlook Conference, HOTTOUR / Queensland University, UiTM, Shah Alam, 16 -18 July 2007</i>
<b>2007</b>	<b>Factor Influencing Student of Choosing Culinary Arts Program and Subsequent commitment toward Chosen Career</b> <i>In Proceedings of Conference on Scientific and Social Science Research (CSSR), IRDC, UiTM, 12 - 14 December 2007</i>
<b>2006</b>	<b>Customer Evaluations of Ethnic Restaurants: A comparison of Mamak and Malay Restaurants</b> <i>In Proceedings of STSS Conference, UiTM Pahang and State Government, Kuantan 30 - 31 May 2006</i>
<b>2006</b>	<b>Longhouse Tourism in Batng Ai, Sarawak: Where it Worked and how it failed</b> <i>In Proceedings of STSS Conference, UiTM Pahang and State Government, Kuantan 30 - 31 May 2006</i>
<b>2006</b>	<b>Customer Assessment of Ethnic Restaurant</b> <i>In Proceedings of The Graduate Research in Tourism Conference, Canakkale Onsekiz Mart University, 25 - 26 May 2006</i>
<b>2006</b>	<b>Need Analysis for Study of Gastronomy</b> <i>In Proceedings of Tourism Educators Conference, Tourism Educators Association Malaysia, Unitar, 9 - 10 March 2006</i>
<b>2006</b>	<b>Hospitality Industry Attachment Experience: Views of the Undergraduate Students</b> <i>In Proceedings of Tourism Educators Conference, Tourism Educators Association Malaysia, Unitar, 9 - 10 March 2006</i>
<b>2006</b>	<b>Customer Evaluation of Malay Restaurant in Shah Alam</b> <i>In Proceedings of Tourism Educators Conference, Tourism Educators Association Malaysia, Unitar, 9 - 10 March 2006</i>
<b>2006</b>	<b>Undergraduate Students Course Experience: Encouraging continuous Improvement in the Hospitality Program</b> <i>In Proceedings of Tourism Educators Conference, Tourism Educators Association Malaysia, Unitar, 9 -10 March 2006</i>
<b>2006</b>	<b>Employability of Disable Youth with Specialized Career Education</b> <i>In Proceedings of Tourism Educators Conference, Tourism Educators Association Malaysia, Unitar, 9 - 10 March 2006</i>
<b>2005</b>	<b>Hospitality Industry Career: Analysis on Student Interest based on Different Location of Upbringing and Secondary School Background</b> <i>In Proceedings of International Conference on Tourism and Hospitality, UUM, Gurney Drive Hotel. Penang, 30 November, 2005</i>



2003	<b>Why Don't Student Maintain Interest in Hospitality</b> <i>In Proceedings of New Zealand Hospitality Tourism Research Conference, Lincoln University, Chitchurch, New Zealand 4 - 5 June 2003</i>
2001	<b>How Satisfied are Hospitality Worker with Their Employment: Can Customer Satisfaction be Assured</b> <i>In Proceedings of New Zealand Hospitality Tourism Research Conference , 2nd November 2001. Lincoln University, New Zealand</i>

<b>THESIS SUPERVISION (PHD) GRADUATED</b>	
2019	<b>Hazard Analysis Critical Point (HACCP) Certification Practices Among Processed Food Particularly Ready To Eat (RTE) SME: Implication on Export Growth</b> <i>Abd Razzif Bin Abd Razak</i>
2019	<b>Hospitality Career Influence and Moderating Effects of Benefit Towards Hotel Industry Career Commitment</b> <i>Feri Ferdian</i>
2019	<b>Kafetaria Sihat: Assessing Its Attributes, Perceived Value, Eating Behavior, Level of Satisfaction and Post Purchase Behavior among Hospital Employees and Visitors</b> <i>Abdul Rais Rahman</i>
2018	<b>The Role of Endorsement and Certification through Food Heritage Determinants toward Food Identity Formation</b> <i>Adilah Ramli</i>
2018	<b>Perceived Destination Competitiveness and International Tourists Response Behavior: A Case of Langkawi Island, Malaysia</b> <i>Zaliha Zainuddin</i>
2018	<b>Malay Traditional Knowledge: It impact to Young Generation Practices</b> <i>Mohd Shazali Shariff</i>
2017	<b>Understanding Indigenous Entrepreneurship: An Analysis of Semai Ethnic</b> <i>Derweana Bah Simbong</i>
2017	<b>The Relationship Between Dining Experience and Hotel Brand of 5,4, &amp; 3 Star Rating Hotels in Malaysia</b> <i>Tuan Ahmad B. Tuan Ismail</i>
2017	<b>Syubhah Semi Process Food Knowledge and Muslim Customer Purchase Behavior</b> <i>Reezlin Abdul Rahman</i>
2016	<b>Integration, Foodways, Common Acceptable and Nation Food Identity Formation</b> <i>Noriza Ishak</i>
2016	<b>Technology Readiness, Customer Perceived Value and Customers' Information Satisfaction on Tablet Based Menu Ordering</b> <i>Muhammad Izzat b. Zulkifly</i>



2016	<b>E-payments: Restaurant Operator's Responsiveness and Customer's Actual Behavior</b>  Zurena @Rena Sharil
2016	<b>Investigative Study On The Relationship Between Customer Satisfaction And The Intention Of Re-Patronization On The Restaurant Service Delivery System Attributes</b> Zulhan Othman (Graduated)
2014	<b>Exploring Revisit Intention Behaviour Among Tourists: An Empirical Evidence from United Arab Emirates (UAE) Tourism Industry</b> Abdul Raheim Jasim Mohamad (Graduated)

<b>THESIS SUPERVISION (MASTER BY RESEARCH) GRADUATED</b>	
2016	<b>The Relationship Between Iftar Ramadan Attributes, Hotel Brand and Customer Purchase Behavior (MSc)</b> <i>Fatmawati Abdul Fatah</i>
2015	<b>An Analysis of Malaysian Muslims Restaurant Customers Patronizing Intention: Halal versus Pork Free Restaurants (MSc)</b> <i>Mohamad Izham Haroun</i>
2012	<b>The Effect of Displacement on Orang Asli Socio-Culture and Food Practices (A Case of Kintaq and Kensui in Hulu Perak, Malaysia) (MSc)</b> <i>Nik Mohd Shahril Bin Nik Mohd Nor</i>
2012	<b>Pulut Kuning in Malay Society: Beliefs and Practices (MSc)</b> <i>Syuhirdy Bin Mat Noor</i>
2011	<b>Students' Satisfactions Towards Food Quality, Price and Value at UITM Terengganu Cafeterias (MSc)</b> <i>Siti Noraisah Binti Dolah @ Abdullah</i>
2010	<b>Modernization and Malaysian Ethnics Festival Foodways: Assessing The Level of Changes and its Impact to Young Generation Practices (MSc)</b> <i>Rosmaliza Muhammad</i>
2010	<b>In-flight meals, Passengers' Level of Satisfaction and Re-Flying Intention (MSc)</b> <i>Nor Khafizah Saleh</i>
2009	<b>Long Wait or Service Delay of Cook to Order Food: Assessing Customer Reactions, Operators Strategy and Implication to Gerai Choices (MSc)</b> <i>Norliza Zainol</i>
2008	<b>Malaysia Gastronomic Tourism Products: Assessing the Level of Their Acceptance Among the Western Tourist (MSc)</b> <i>Mohd Hairi Jalis</i>
2008	<b>HACCP Implementation in the Small and Medium Size Food Manufacturing Enterprises (MSc)</b> <i>Muhammad Izzat Zulkifly</i>



2007	<b>Service Delivery System and Customer Patronization: A comparison of Ethnic Restaurant in Shah Alam (MSc)</b> <i>Zulhan Othman</i>
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PHD THESIS EXAMINER	
2019	<b>Development And Validation Of Job Satisfaction Instrument For Offshore Catering Employees In Malaysia</b> <i>Mohd Aliff Abd Majid (Universiti Putra Malaysia)</i>
2019	<b>The Development of Hospitality Graduates Competency Model For Malaysian Higher Education Institutions</b> <i>Roshita Abdul Razak (university Utara Malaysia)</i>
2018	<b>The Moderating Effects of Internship Programme on the Relationship Between Motivational factors and Students Career Decisions in the Hotel Industry in Ningxia, China</b> <i>Zhang Hui (Universiti Utara Malaysia)</i>
2018	<b>Effect of Service Quality, Umrah Experience, Place Attachment, Pilgrims Memory and Satisfaction on Behavioural Intentions of Umrah Pilgrims</b> <i>Ayman Sherbini (Universiti Putra Malaysia)</i>
2018	<b>Learning Oenology: An Exploration of the Understanding of the Learner's Sociocultural Constructs among Southeast Asian Undergraduates</b> <i>Joaquim Miguel Dias Soeiro (University of Toulouse, France )</i>
2017	<b>Exploring Volunteer Tourism Contribution to Sustainable Tourism in China</b> <i>Zhang Lanxuan (Universiti Putra Malaysia)</i>
2017	<b>The influence of cultural value, electronic word of mouth and perceived destination image towards intention to recommend in Malaysian edu- tourist</b> <i>Yeong Wai Mun (Putra Business School)</i>
2016	<b>The Practice of Organizational Flexibility in Malaysian Higher Rated Hotels</b> <i>Sharon Jong Ying Hui (UUM)</i>
2015	<b>Organization of Sustainable Business</b> <i>Norol Hamiza Zamzuri (Universiti Putra Malaysia)</i>
2015	<b>Perceived Value on Food, Physical Environment and Service Quality Toward Customer Overall Satisfaction at Casual Dining Restaurants in Klang Valley, Malaysia</b> <i>Faridah Ahmad (Universiti Putra Malaysia)</i>
2015	<b>Organization of Sustainable Business</b> <i>Norol Hamiza Zamzuri (Universiti Putra Malaysia)</i>
2015	<b>Perceived Value on Food, Physical Environment and Service Quality Toward Customer Overall Satisfaction at Casual Dining Restaurants in Klang Valley, Malaysia</b> <i>Faridah Ahmad (Universiti Putra Malaysia)</i>
2015	<b>The Influence of Cultural Value, Electronic Word-of-mouth and Perceived Destination Image Towards intention to Recommend in Malaysian Edu-Tourist</b>





	<i>Yun Man (Universiti Putra Malaysia)</i>
2014	<b>Managing Strategic Menu Innovation Orientation By Restaurant Chain In Malaysia: A Simultaneous Assessment Of Hierarchical Model</b> <i>Mazalan Mifli (Univesiti Teknologi MARA)</i>
2014	<b>Consistent and Authentic Sustainable Rural Tourism Development In Sri Lanka</b> <i>M.S.M Aslam (Universiti Putra Malaysia)</i>

<b>MASTER BY RESEARCH THESIS EXAMINER</b>	
2019	<b>Pull Factors Moderating The International Migrant to Work in The Hotel Industry</b> <i>Nur Syafiqah Mohd Ghani (UPM)</i>
2018	<b>Exploring the Perception, Acceptance and Expectation Towards Family – Friendly Senior Leving Community</b> <i>Norhidayah bt Mohd Yusof (UiTM)</i>
2017	<b>Exploring Generaation Y Malaysiaian Women Toward Solo Traveling</b> <i>Toh Jeng Yin (Universiti Putra Malaysia)</i>
2016	<b>Tahap Perspektif Pengendali Terhadap Keselamatan Makanan di Dewan Makan Kolej Vokasional Di Negeri Johor</b> <i>Abdul Wafi B. Abdul Rahman (UHTM Johor)</i>
2016	<b>Work Variables, non-work variable, Work Family conflict and quality of work life among Hotels’s Executive in MALAYSIA</b> <i>Ilyani Mohd Ghazali (UITM)</i>
2016	<b>The influence of hotel restaurant attributes towards customer satisfaction and return intention in hotel restaurant at kota kinabalu, sabah</b> <i>Mary Tracy Anak Pawan (UMS)</i>
2016	<b>The Fruits and Vegetables Consumption Behaviour Among Adults in the State of Selangor</b> <i>Norsyahidah bt. Ismail (UPM)</i>
2015	<b>Relationship of Food Quality and Food Price with International Students Satisfaction in UUM Cafeterias</b> <i>Janaga A/P Saladorai (Universiti Utara Malaysia)</i>
2015	<b>Investigating the Relationship Between Marketing Mix Elements and Behaviour Intentions Toward Tourist Satisfaction on Malaysian Food</b> <i>Roghayeh Sohrabinezhadtalemi (Universiti Putra Malaysia)</i>
2014	<b>Analysis of Factors Influencing Fruits and Vegetables Consumption Behaviour in Selected Cities in Malaysia</b> <i>Khairunnisa Izzati Binti Othman (Universiti Putra Malaysia)</i>
2014	<b>Tourist Value Orientation, Environmental Concern and Perception Towards Appropriate Use of National Park</b> <i>Seyed Ahmad Moumin Ghazvini (Univesiti Teknologi MARA)</i>
2014	<b>Food Safety Knowledge and Practices in Daily Handling of Public School Meal</b> <i>Nadia Liana bt. Mohd Karim (Univesiti Teknologi MARA)</i>
2013	<b>Factors Influencing Motivation and Commitment of Voluntary</b>



	<b>Participation in the Multicultural Events and Subsequent Self Satisfaction</b> <i>Sulaiha Mohd Isa (Universiti Teknologi MARA)</i>
2011	<b>The Relationship Between Employee, Individual, Job and Organization Characteristics with Job Satisfaction, Organization Commitment and Propensity to Leave in The Hotel Industry in Tehran, Iran</b> <i>Leila Radmand (Universiti Teknologi MARA)</i>
2011	<b>Determining Food Handlers' Food Safety Knowledge and Practices at Retail Food Outlets</b> <i>Leoneeta Rozwen Hassan (Universiti Teknologi MARA)</i>
2009	<b>The Relationship Between Employee Psychological Empowerment, Overall Job Satisfaction and Employee Loyalty of Front Office Receptionists in Kuala Lumpur 5 Star Hotels</b> <i>Mohd Onn Rashdi Abd Patah (Universiti Teknologi MARA)</i>
2008	<b>Turnover Intention of Hotel Managers: Investigating the</b>
<b>THESIS SUPERVISION (PHD) ON GOING</b>	
2019	<b>Factors influencing behavior of ready to eat (rte) food category for small and medium enterprise (sme) to implement hazard analysis critical control point (haccp) certification with government support as a moderator</b> <i>Mohd Raziff Abdul Razak</i>
2018	<b>Crafting a New Holistic Waqf: Enhancing Government Spending Structure</b> <i>Aina Mohamad</i>
2016	<b>The History, Development and Sustainability of Foreign Restaurant in Malaysia</b> <i>Mohd Noor Azmin Akbaruddin</i>
2016	<b>Factors Influencing the Dimension of Experiences of Malaysian Cuisine In Australia</b> <i>Mohd Nor Ahmar Mohd Sanip</i>
2016	<b>Guest Behavioral Intention: An Examination of Perceived Value, Trust and Moderating Effect of Guest Behavior to Creations Experience in Peer to Peer (p2P) Accommodation in Malaysia</b> <i>Izyanti Awang Razali</i>
2016	<b>Kafetaria Sihat: Assessing Its Attributes, Perceived Value, Eating Behavior, Level of Satisfaction and Post Purchase Behavior among Hospital Employees and Visitors</b> <i>Abdul Rais Rahman</i>
2015	<b>Edu- tourism: Predicting intention of travel destination: A study on International Students In Malaysia</b> <i>Zeineb Seleiki</i>



<b>THESIS SUPERVISION (MASTER BY COURSEWORK) GRADUATED</b>	
2017	<b>Japanese Walking Culture and Moderating Effect of Stress Towards Turnover Intention</b> <i>Mohd Fairus Mustaffa</i>
2017	<b>The influence of food acculturation on Baba Nyonya cuisine towards Malacca food identity.</b> <i>Aisyah Tumin</i>
2017	<b><i>The influence of adaptive reuse historical buildings toward the local residents' actual visitation: a case of Kuching, Sarawak</i></b> <i>Adlin Ariifin</i>
2017	<b><i>The influence and adaptation of Hipsters food culture in Malaysia</i></b> <i>Suliza Hairon</i>
2016	<b>The Roles of Service Enhancement and the moderating effect of in House Training toward Restaurants Business Resiliency</b> <i>Hairul Nizwan Abd. Majid</i>
2016	<b>The Influence of Image of the Local Traditional Snack Foods toward Customer Purchase Intentions (A case study In the Kompleks Pekan Rabu, Kedah)</b> <i>Suhaila Ishak</i>
2015	<b>Hotel and Non Hotel Career: A case of Management and Science University (MSU) Culinary Arts Graduates</b> <i>Abd Rahman Abdullah</i>
2015	<b>Crises and International Tourists Travel Motivation</b> <i>Devyn Delusi</i>
2015	<b>Rural Tourism: Perceived Importance and Tour Operator Action Behaviour</b> <i>Siti Noor Afiqah Akbar</i>
2015	<b>By Choice and By Chance: Assessing Graduates Career Commitment</b> <i>Norashikin Ridzuan</i>
2014	<b>Moderating Effect of Local Food on Tourism Core Products Toward States Destination Image</b> <i>Nur Adilah Mohd Zain</i>
2014	<b>The Effect of Sociocultural Factors on Body Dissatisfaction, Food choice and Eating Pattern of Female University Students</b> <i>Mohd Noor Azmin Akbaruddin</i>
2014	<b>Core Tourism Products and Moderating Effect of by-products in Building Sarawak State Destination Image</b> <i>Emaria bt. Ahmad</i>
2014	<b>Malay Food Terminologies Awareness, Understanding and Practices: Comparative Analysis Between Three Malays Generations of Culinarians</b> <b><i>Zulhazam b. Mohd Piah</i></b>
2014	<b>Online Home-Baked Food Products, Trust and Customer Purchase Behaviour</b> <i>Hazelita Ismail &amp; Noor Qhosmira Mansor</i>



2014	<b>Sense of Community Toward Community Participation of Tourism Development: A case of Malacca Baba Nyonya and Portuguese Minorities</b> <i>Nur Shahirah Moir Sharifuddin</i>
2013	<b>Dining out among Health Concious Customers: Dignosing the Attibutes</b> <i>Amy Rosyila Binti Romli &amp; Norafidah Binti Mohd Hashim</i>
2013	<b>Attributes Influencing Food Product Enhancement</b> <i>Mohd Zahir Zainol</i>
2013	<b>Perceived Tangible Value, Customer Satisfaction and Post Purchase Action in Off- Premise Catering</b> <i>Siti Nurhanifah Sulong</i>
2013	<b>Adaptation of Ethnic Cuisine Attributes, Foodways and Formation of Common Acceptable Cuisine</b> <i>Mohd Zulhilmi Suhaimi</i>
2013	<b>Dark Tourism: Perceived Importance and Tour Operators Action Behaviour</b> <i>Syarifah Safeera Syed Mahbob</i>
2013	<b>Late Marriage Among The Mature Young Adults: Diagnosing Its Attributes</b> <i>Mohd Yusof Kamaruzaman</i>
2012	<b>The Effect of Traditional Food Knowledge to the Young Generation Practice (MSc)</b> <i>Hanitta Mohd Saleh</i>
2011	<b>The Relationship Between Ramadan Bazaar, Tourists Attraction And Tourist Dissemination Behavior</b> <i>Nur Ibtisam (Graduated)</i>
2011	<b>Student Satisfaction toward Food Quality, Price and Value at UiTM Terengganu Cafeteria</b> <i>Siti Noraishah Dollah</i>
2011	<b>Brand Image Association, Restaurant Operators Strategy For Customer Attraction</b> <i>Nina Marlini</i>
2011	<b>Fresh Food's Attributes, Customer Satisfaction and Loyalty (Hypermarket Perspective)</b> <i>Abdul Raof</i>
2011	<b>Iranian Restaurant in Malaysia: Diagnosing Its Operation, None and Financial Performances</b> <i>Mohd Hadi Raeis</i>
2011	<b>Factors Influencing the Routine of Cooking Practices among the Working Women</b> <i>Siti Khuzaimah Abu Bakar</i>
2011	<b>Diagnosing the Effectiveness of (Basic Western and Restaurant Services) as Part of the National Community College Modular System toward Students Psychomotor Performance</b> <i>Reezlin Abdul Rahman</i>
2010	<b>Perceived Organizational Politic and Organizational Support Toward Organizational Image and Turnover Intention</b>



	<i>Fadlina Mahat</i>
2010	<b>Modernization and Malay Matrimonial Foodways in the Rural Area</b> <i>Mohd Syaquif Yasin Kamaruddin</i>
2010	<b>The Employability of Hearing Impaired Graduates in Malaysian Hospitality Industry</b> <i>Norhayati Mat Yusoff</i>
2009	<b>Assessing Brand Equity in Chain Full Service Restaurant</b> <i>Nor Aliah Mansur</i>
2009	<b>Assessing Service Delivery Attributes in UiTM Hotels</b> <i>Mislan Nenin</i>
2009	<b>Assessing Transformations of Malay Wedding Foodways : A Social Perspective</b> <i>Rabiatul Adawiyah</i>
2009	<b>Level of Changes of Sarawak Ethics Native Food (MSc)</b> <i>Juliana Langgat</i>
2009	<b>The Application of Technology in Commissary Catering Establishments and Its Implication to Financial Performance</b> <i>Munirah Hamid</i>
2009	<b>Assessing Students Acceptance and Satisfaction Level on Service Delivery Attributes at UiTM Hostel Cafeterias</b> <i>Fatimah Abdul Ghani</i>

<b>MASTER BY COURSEWORK THESIS EXAMINER</b>	
2019	<b>The influence of destination image on tourists' revisit intention with the mediating role of memorable tourism experience</b> <b>Shakira Izzati Johari</b>
2019	<b>Tourist motivational factors to visit unesco cultural heritage shes in Malaysia</b> <i>Nadiahtul Aisyah Sulaiman</i>
2019	<b>The mediating effect of visitor's satisfaction on the relationship of safe city program strategies and the sustainability of safe city program in urban tourism environment</b> <i>Nurin Uzma Eizzaty binti Noor Eizamly</i>
2018	<b>Motivational &amp; Organizational Factors for Halal Certification Adoption among Small &amp; Micro Company in Selangor</b> <i>Nur Shuhada binti Abdul Basir</i>
2018	<b>Online Ready Made Food: Investigating the Factors that lead to consumer purchase decision</b> <i>Azida Alias</i>
2018	<b>Factors Affecting the Level of Food Label Usage among Adults</b> <i>Nurliza bt Che Ahmed</i>
2018	<b>Perception of food safety and behavior intention among generation y toward patronizing restaurant</b>



	Zunnur Izzat b Zainal
2017	<b>The kopitiam patrons satisfaction toward physical environment quality</b> <i>Safwana Norwidad Safri</i>
2016	<b>Investigating the Influence of Advertisement Factors on Tourists Behavioural Intention and Tourism Destination Image</b> <i>Syarifah Munirah Syued Mohd Tahar</i>
2016	<b>Visual Cues and Penang Consumption: Moderatiion Effect of Socail Media Marketing Among Millenials</b> <i>Syarifah Atifah Syed Hamzah</i>
2016	<b>Factors Influencing Students Academic Performance: A case study on Hospitality Program Students in MSU</b> <i>Azizul Jamaluddin</i>
2014	<b>Brand Personality, Customer Satisfaction and Behavioral Intention Towards the local premium coffee shop in Malaysia</b> <i>Saiful b. Mohamed Shuib</i>
2014	<b>Foreign Restaurants Attributes and Local Customer Dining Behavior</b> <i>Mohd Hafiz b. Yahya</i>
2014	<b>Food Safety and Halal Issues and Muslim Consumers Awareness</b> <i>Nor Halimah bt. Hassan</i>
2014	<b>The Application of TAM Model Towards Hotel's Third Party Mobile Application</b> <i>Nur Khairunnisa Murnisham</i>
2014	<b>SOLOMO and Online Trust Towards Generation Y'S Intention to Visit Boutique Hotels</b> <i>Asma Amirah Ahmad</i>
2014	<b>Assessing Plate Waste in Hospital Foodservice Management: Public Hospital in Selangor</b> <i>Nur Adilah Zulkipli</i>
2014	<b>Pilgrimage Travelers Satisfaction Handle By Tour Leader in Kejora Travel and Agencies</b> <i>Faisal Asyraf bin Abdul Rahim &amp; Nur Aliya bt Mohd Fuad</i>
2014	<b>The Perception of Minimum Wage Towards employee Job Satisfaction: A Case of Hotel Gran Continental Kuantan Pahang</b> <i>Norfatisyah Abdul Talib</i>
2014	<b>The Impact of Emotional Intelligence on Food and Beverage Employee Turnover Intention in Five Star Hotels in Kuala Lumpur</b> <i>Mohd Faizal Idrose</i>
2013	<b>Measuring Service Quality: An Emphasis on 4 star Hotel in Petaling Jaya</b> <i>Mohd Fadly Che Omar</i>
2013	<b>Knowledge, Attitude and Practice Among Consumers Toward The Use of Menu Labeling In Fast Food Restaurant In Shah Alam</b> <i>Noor Hafiza bt Nordin</i>





2013	<b>Customer Satisfaction and Re Purchase Intention Toward Darul Rahmat Chicken in Shah Alam</b> <i>Sharinatul Amirah Othman</i>
2013	<b>Hospitality Sponsorship Program: Consumer Involvement and Products Awareness</b> <i>Mahazlina Abd. Hadi</i>
2013	<b>Corporate Social Responsibility Activities and Guest Retention at Five Star Rating Hotel in Kuala Lumpur</b> <i>Nur Zalikha Othman</i>
2013	<b>The Youth Tourists Satisfaction of Domestic Tourism Products and Electronic Word of Mouth Promotion</b> <i>Junaida Harshah</i>
2013	<b>Assesing Food Handlers Knowledge, Attitude and Practices on Food Hygiene in UiTM Negeri Sembilan</b> <i>Faridah Iskan</i>
2013	<b>A Study on Low Cost Airline Website Quality Dimension: The impact of Perceived Information Quality and Purchase Behaviour Among Air Travellers : A Case of Asia Berhad</b> <i>Maryam Salihah Abdul Ghani &amp; Nurzehan Abu Bakar</i>
2013	<b>The Effect of Ethnic Restaurant Attributes on Customers Satisfaction and Behaviour Intentions</b> <i>Hajar Mohamad</i>
2013	<b>Relationship Between Location and Price with Customer Revisit Intention</b> <i>Siti Nornadiah Ishak</i>
2012	<b>Consumer Knowledge on Safe Meat Handling Practices</b> <i>Najua Ali</i>
2012	<b>Psychological Empowerment, Motivation and Job Performance Among 5 Stars Hotel Employees in Kuala Lumpur</b> <i>Dziatul Nadiah Dzia-uddin &amp; Nur Ida Suraya Yahaya</i>
2012	<b>Factors Moderating Acceptance Leading to Preference for Local Kueh: A Case Study of UPSI Students</b> <i>Mohd Nor Ahmar Sanip</i>
2012	<b>Career Development Learning, Workplace Experience and Employability Among Malaysian Graduates</b> <i>SaedahTinnur bt Hj Hashim</i>
2012	<b>A Study On the Implementation of Wireless Fidelity (Wi-Fi) Technology Towards Enhancing Guest Satisfaction in Hotels</b> <i>Mohd Aiemullah bin Mohd Amir</i>
2011	<b>Attribute Influencing Customer Satisfaction and Return Attention in Foreign Brand Coffee shop</b> <i>Joesri Mohamed Saber</i>
2011	<b>Online Purchase Behaviour Via Hotel Website in Penang Island, Malaysia</b> <i>Azlan Salim</i>
2011	<b>A case study on the Expectations and Perceptions Toward Tourism and Hospitality as Career Choices Among the PTPL College Students</b>



	<i>Siti Nurdiana Tajuddin</i>
2010	<b>The Relationship Between Nutritional Label and Customer Purchase Intentions at McDonald's Restaurant</b> <i>Farah Adiba Che Ishak</i>
2010	<b>The Effect of Food Culture and Customer Dining Experience on Customer Dining Satisfaction in Chinese Ethnic Restaurant in Klang, Valley Malaysia</b> <i>Nor Zahidah Abdul Latif</i>
2010	<b>Rural Tourism: Support for Destination Competitiveness Strategies from Community Perspective</b> <i>Rozelina Abdul Razak</i>
2010	<b>The Global and Malaysian Food Crisis and the Need of Genetically Modified (GM) Foods</b> <i>Noorazlin Ramli</i>
2010	<b>The Effect of Food Culture and Customer Dining Experience on Customer Dining Satisfaction in Chinese Ethnic Restaurant in Klang, Valley Malaysia</b> <i>Jaziana Jamil</i>
2010	<b>Assessing Resident's Participation Toward Experiential Tourism Development: A case of Melaka City</b> <i>Aslinda Idris</i>
2009	<b>Factors Influencing the Adoption of Information Technology in Independent Casual Dining Restaurants</b> <i>Salmalina Salleh</i>
2009	<b>Travel Agent versus Internet. Which Malaysia Travelers choices?</b> <i>Ridzuan Ahmad</i>
2009	<b>The Implementation of Halal Logo and Certification Towards Restaurant Performance</b> <i>Aliffaizi Arsat</i>
2009	<b>Assessing Plate Waste in Hospital Foodservice</b> <i>Ahmad Firdaus Fauzi</i>
2008	<b>Factors Influencing the Adoption of Information Technology in Independent Casual Dining Restaurants</b> <i>Nor Zaidah Ngali</i>
2007	<b>Yield Management and Its Implication on Hotel Performance</b> <i>Azahan Ali Khana</i>

#### THESIS SUPERVISION (MASTER BY COURSEWORK) ON GOING

2018	<b>The Influence of Organizational Culture and Moderating Effect of Educational Level on Hotel Employees Loyalty</b> <i>Nur Shifa Mohd Razali</i>
2018	<b>The Role of Servicescape, Satisfaction and Recommendation Behavior in the Hotel Spa</b> <i>Eqirullah ShabulJamaiah b. Ibrahim</i>



<b>CREATIVE WRITING / MAGAZINE</b>	
2007	<b>Pelancongan Gastronomi di Malaysia</b> <i>Santai Village, RIAS SUASANA SDN BHD</i>
2007	<b>Skil Dalam Ukiran Ais, Sayur- sayuran dan Buah-buahan</b> <i>Santai Village, RIAS SUASANA SDN BHD</i>
2007	<b>Kepentingan Maklumat Awal dalam Memilih Kerjaya di Industri Perhotelan</b> <i>Santai Village, RIAS SUASANA SDN BHD</i>
2007	<b>Sorotan Fakulti Pengurusan Hotel dan Pelancongan, UiTM</b> <i>Santai Village, RIAS SUASANA SDN BHD</i>
2000	Hidangan Rumah Terbuka di Alaf Baru <b>MAJALAH SAJI, Utusan Publication</b>
2000	<b>Tip Penyediaan Biskut</b> <i>Majalah SAJI, Utusan Publication</i>
2000	<b>Ilham Hidangan Aidifitri</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Raya dan rumah Terbuka</b> <i>Majalah SAJI, Utusan Publication</i>
2000	<b>Panduan Menyediakan Hidangan untuk Kanak- Kanak dan Orang Tua</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Tip di Meja Pengantin</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Lemak Manis Pertunangan</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Udang, Sup Ikan Yu, Daging Panggang Istimewa di Majlis Ulang Tahun</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Mengenali dan Memfaatkan Daging</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Kelebihan Buah-buahan dan Sayur- sayuran</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Rebut Peluang Kerjaya di bidang Masakan pada Alaf Baru</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Amalan Permakanan Orang-Orang Tua dan Ibu Dalam Pantang</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Mengenali Masakan Barat</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Tip Menyediakan Barbeku</b> <i>MAJALAH SAJI, Utusan Publication</i>
2000	<b>Tip Menyediakan Menu Seimbang</b> <i>MAJALAH SAJI, Utusan Publication</i>
1999	<b>Hidang atau Bufet: Rancang awal Kenduri Gemilang</b> <i>MAJALAH SAJI, Utusan Publication</i>
1997	<b>Katering: Perancangan Rapi Elakan Kerugian</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>



1997	<b>Menyediakan Makanan Tempatan Lebih Rumit</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>
1997	<b>Perkembangan Industri Makanan</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>
1997	<b>Tambul</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>
1997	<b>Pelbagai Jenis Beras</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>
1997	<b>Telur Pelbagai Guna Penaik Selera</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>
1997	<b>Sayur - sayuran</b> <i>MAJALAH SAJIAN JELITA, Berita Publication</i>
1997	<b>Karangan Laut</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>
1997	<b>Getah Betik Pelembut Daging</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>
1997	<b>Ayam Makanan Utama</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>
1997	<b>Makanan Pembuka Selera</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>
1997	<b>Menyediakan Makanan Tempatan Lebih Rumit</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>
1997	<b>Salad dan Kerabu</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>
1997	<b>Sup</b> <i>MAJALAH JELITA SAJIAN, Berita Publication</i>

#### TECHNICAL REPORTS

2014	<b>Gastronomy in Malay Feasts: Social Status Practices and the Level of Changes</b> <i>Kementerian Pengajian Tinggi Malaysia (FRGS)</i>
2014	<b>Food, Foodways and Postpartum Period: Beliefs and Practices</b> <i>Kementerian Pengajian Tinggi Malaysia (FRGS)</i>
2014	<b>Acculturation and Malaysian Food Identity Formation</b> <i>Kementerian Pengajian Tinggi Malaysia (RIF)</i>
2014	<b>Postgraduates Thesis Accomplishment: Diagnosing its Attributable</b> <i>Kementerian Pengajian Tinggi Malaysia (RIF)</i>
2013	<b>The Role of Traditional Food Knowledge (TFK) in Malay Community Toward Festive Cuisine Sustainability</b> <i>(Kementerian Pengajian Tinggi Malaysia (FRGS)</i>
2012	<b>Modernization and Malaysian Ethics Festival Foodways</b> <i>(RMI, UITM)</i>
2012	<b>Kajian Impak Acara Sempena Karnival Tarian Cuti- Cuti 1</b>



	<b>Malaysia</b> <i>Kementerian Pelancongan Malaysia</i>
2012	<b>Syariah Compliant Hotel Practices in Malaysia</b> <i>(RMI UITM)</i>
2011	<b>The Level of Employability of Males and Females Hearing Impaired Graduates in Malaysia Hospitality Industry</b> <i>RMI UITM)</i>

TRANSLATIONS	
2009	<b>Restaurant Business Operation</b> <i>Ined, UiTM (Ined Copyright)</i>
2009	<b>Food Safety</b> <i>Ined, UiTM (Ined Copyright)</i>
2000	<b>Rahsia Dari Dapur Betty Yew</b> <i>Times Publication, Singapore. (Book) (ISBN: 9812046720)</i>

RESEARCH GRANTS	
2018	Designing a Model of Innovation Practices in Malaysian Foodservice Organizations <i>(Ref: FRGS/1/2018/SS08/UITM/03/2) RM58, 000</i>
2018	Crafting a New Holistic Waqf: Enhancing Government Spending Structure <i>(Ref: FRGS/1/2018/B12/UITM/03/2) RM83,000</i>
2016	<b>The Concept of Technology Readiness and Customer Information Satisfaction on Tablet Based Menu Ordering Towrad Malaysian Restaurant Sustainability</b> <i>FRGS/1/2016/SS 03/ UiTM/02/3 RM53,000</i>
2014	<b>The Concept of Pre-Image Formation toward Tourism Images and Tourist Visit Intention</b> <i>FRGS/2/2014/SS03/UITM/03/1 RM63,000</i>
2014	<b>Endorsement and certification of food heritage towards food identity formation in Malaysia</b> <i>RAGS/1/2014/SS03/UITM//3 RM50,000</i>
2014	<b>Shariah Governance Framework for Halal Hotel Industry</b> <i>(600-RMI/ FRGS 5/3(14/2014) RM68,000</i>
2013	<b>The Concept of Adaptation and Formation of Malaysia Common Acceptable Food and National Food Identity</b> <i>(600-RMI / FRGS 5/3( 125/2013) RM45,700</i>
2013	<b>Diagnosing the Attributes of Blue Ocean Strategy and Its Impact on Financial Performances</b> <i>(600-RMI / FRGS 5/3 (134/2013) RM 68,300)</i>
2013	<b>Role of Traditional Food Knowledge Transfer in Sustaining Malay Traditional Festive Food of the Malay Ethnic Generation</b> <i>(600-RMI Dana /5/3/ CIFI (150/2013) RM60,000</i>
2013	<b>The Concept of Adaptation and Formation of Malaysia Common Acceptable Food and National Food Identity</b> <i>(600-RMI/ DANA 5/3/PSI (13/2013) RM 40,000</i>



2012	<b>The Concept of Neophobia and Personal Preference in Novel Food Reception</b> (600-RMI / RAGS 5/3(132/2012) RM 40,000
2012	<b>Role of Traditional Food Knowledge Transfer in Sustaining Malay Traditional Festive Food of the Malay Ethnic Generation</b> (600-RMI / RAGS 5/3 (179/2012) RM 40,000
2012	<b>Food, Foodways and Postpartum Period: Beliefs and Practices</b> (600-RMI / DANA 5/3/RIF (106/2012) RM20,000
2012	<b>Acculturation and Malaysian Food Identity Formation</b> (600- RMI / DANA 5/3/ RIF (515/2012) RM 20,000
2012	<b>Postgraduates Thesis Accomplishment: Diagnosing its Attributable</b> (600-RMI /DANA 5/3/ RIF (600/2012) RM20,000
2012	<b>Malay Food Terminologies: Understanding and Usage</b> (600-RMI/ DANA 5/3/ RIF (610 / 2012) RM 20,000
2012	<b>Malaysian Gastronomic Tourism Products: Perceived Importance and Tour Operators Action Behaviour</b> (600-RMI/ DANA 5/3/ RIF (602 / 2012) RM 20,000
2012	<b>Modernization and Malaysian Ethnic Festival Foodways</b> (600-RMI/ DANA 5/3/ RIF (605 / 2012) RM 20,000
2012	<b>Destination Competitiveness, Tourism Performance and Residents' Quality of Life in Langkawi Island</b> (600-RMI/ DANA 5/3/ RIF (604 / 2012) RM20,000
2011	<b>The Role of Traditional Food Knowledge (TFK) in Malay Community Toward Festive Cuisine Sustainability</b> (600-RMI /SSP/ FRGS 5/3/FSP (20/2011) RM 50,000
2011	<b>Assessing Restaurant Operators Responsiveness Towards Providing Nutritional Information on Menu</b> 600-RMI/SSP/DANA 5/3/DSP (122/2011) RM5000
2011	<b>The Level of Employability of Males and Females Hearing Impaired Graduates in Malaysia Hospitality Industry</b> 600-RMI/SSP/DANA 5/3/DSP (122/2011) RM5000
2011	<b>Kajian Impak Acara Sempena Karnival Tarian Cuti- Cuti 1 Malaysia</b> Kementerian Pelancongan Malaysia (RM 45,000)
2011	<b>Syariah Compliant Hotel Practices in Malaysia</b> 600-RMI/SSP/DANA 5/3/DSP (122/2011) RM10,000
2010	<b>Gastronomy in Malay Feasts: Social Status Practices and the Level of Changes</b> 600- RMI / SSP/ DANA 5/3DSP (123/ 2011) RM50,000)
2010	<b>The Diarrhoeal Effect of Various Spice used in Large Quantity Food Preparation for Bajau Ethnic Wedding in Papar, Sabah, Malaysia</b> DANA FRGS Universiti Malaysia Sabah (RM30,000)
2009	<b>Thai Food in Malaysia: Diagnosing Patrons and Restaurant Operators Acceptance Levels</b> IRDC, UiTM (RM 10,000)
2008	<b>A Corpus of Malaysian Hospitality Management Knowledge:</b>





	<b>Developing an Effective Hospitality Management Program</b> <i>Kementerian Pengajian Tinggi Malaysia (FRGS) (RM 20,000)</i>
2008	<b>Types of Food that Influence the Appetite and General Health of Malaysia Climber in High Altitudes Environment</b> <i>Kementerian Pengajian Tinggi Malaysia (FRGS) (RM 20,000)</i>
2006	<b>Declining Interest of Hospitality Students toward Careers in Hotel Industry: Implications for Educators and the Authorities</b> <i>IRDC UITM (RM 10,000)</i>
2004	<b>Student Perceptions of Hospitality Career: Gender and Ethnicity Interest</b> <i>Commerce Division, Lincoln University, Christchurch (NZ 6,000)</i>

<b>CONSULTANCY</b>	
2017	<b>Fellow Penyelidik Bersekutu Unit Pembangunan Pelancongan BIMP-EAGA</b> <i>Fakulti Perniagaan, Ekonomi dan Perakaunan, Universiti Malaysia Sabah</i>
2017	<b>Fellow Penyelidik Bersekutu Hospitaliti dan Pelancongan</b> <i>Sekolah Perniagaan dan Ekonomi, Universiti Utara Malaysia</i>
2012	<b>Resource Person for Kolej Integrasi Ilmu Felda</b> <i>FELDA Persekutuan</i>
2011	<b>Resource Person on Malay Traditional Food</b> <i>Perbadanan Adat Melayu dan Warisan Negeri Selangor (PADAT)</i>
2011	<b>Resource Person</b> <i>Richwealth Resources Training Centre, Sungai Petani Kedah</i>
2011	<b>Kajian Mengenai Kesusuaian Makanan untuk Pendaki Malaysia di Banjaran Everest</b> <i>Persatuan Kembara Malaysia</i>
2010	<b>Resource Person for Community College Modular System</b> <i>Ministry of Higher Education Malaysia</i>
2009	<b>Resource Person for Certification of the Best Restaurant</b> <i>Ministry of Tourism Malaysia</i>
2008	<b>Resource Person for Culinary and Gastronomy Education</b> <i>Malaysia Qualifications Agency</i>
2007	<b>Freshstop di Kawasan Rehat Lebuhraya Utara Selatan</b> <i>FAMA Persekutuan</i>
2007	<b>Rancangan Masakan "RENCAH AROMA"</b> <i>Radio Televisyen Malaysia</i>
2007	<b>Entrepreneurial Skill: Empowering Women</b> <i>UNDP-DPMM- MECD</i>



INNOVATIONS AND INVENTIONS	
2017	<b>Sukcrunch</b> <i>Innovation, Invention &amp; Creativity in Food and Tourism (iFaTIIC)</i> <i>Gold Medal</i>
2016	<b>Authentic Herbs Cube</b> <i>Innovation, Invention &amp; Creativity in Food and Tourism (iFaTIIC)</i> <i>Gold Medal</i>
2016	<b>Canned Stewed Asam Pedas Daging Tetel</b> <i>Innovation, Invention &amp; Creativity in Food and Tourism (iFaTIIC)</i> <i>Gold Medal</i>
2016	<b>Pumpkin Pudding Premix</b> <i>Innovation, Invention &amp; Creativity in Food and Tourism (iFaTIIC)</i> <i>Gold Medal</i>
2013	<b>Aneka Malaysia Laksa</b> <i>Invention , Innovation Design Expo, UiTM (Gold Medal)</i>
2013	<b>Balsam Pear Happy Snack</b> <i>Invention, Innovation Design Expo, UiTM (Silver Medal)</i>
2013	<b>Bling Bling Sauce</b> <i>Invention , Innovation Design Expo, UiTM (Silver Medal)</i>
2011	<b>Coconut Energy Bar</b> <i>The Belgian and International Trade Fair for Technological Innovation (Gold Medal)</i>
2009	<b>Coconut Energy Bar</b> <i>2009 BioInno Award Malaysia, Kuala Lumpur (Gold Medal)</i>
2009	<b>Frozen Malay Kueh: An Application of Disaccharides to the Textural Properties and Sensory Characteristics</b> <i>2009 BioInno Award Malaysia, Kuala Lumpur (Silver Medal)</i>
2009	<b>Froshi – Frozen Sushi - An application of Disaccharides to the Textural Properties and Sensory Characteristics</b> <i>2009 BioInno Award Malaysia, Kuala Lumpur (Silver Medal)</i>
2009	<b>Bitter Gourd Pasta</b> <i>2009 The International Exposition of Research and Invention Institution of Higher Learning (Gold Medal)</i>
2008	<b>Chillikins Ketchup</b> <i>2008 Innovation, Invention and Design, UiTM (Gold Medal)</i>
2008	<b>Curry Ketchup</b> <i>2009 Innovation, Invention and Design, UiTM (Gold Medal)</i>
2008	<b>Lady Zaesty Sauce</b> <i>2008 Inventions, Innovation &amp; Designs, UiTM (Silver Medal)</i>
2008	<b>Suri Cockles</b> <i>2008 Innovation, Invention and Design, UiTM (Gold Medal)</i>
2008	<b>Bitter Gourd Pasta</b> <i>2008 Innovation, Invention and Design, UiTM (Gold Medal)</i>
2008	<b>Keropok Lekor Biji Durian</b> <i>2009 Innovation, Invention and Design, UiTM (Gold Medal)</i>
2008	<b>Kerepek Keledek</b> <i>2008 Innovation, Invention and Design, UiTM (Gold Medal)</i>



<b>AWARDS &amp; CERTIFICATE OF APPRECIATION</b>	
2018	<b>Excellence Service Award</b> <i>University Teknologi MARA</i>
2018	<b>Best PhD Supervisor</b> <i>University Teknologi MARA</i>
2017	<b>Best Paper Award</b> <i>The 2<sup>th</sup> Hospitality and Tourism Conference. Universiti Teknologi MARA Terengganu, 20-21 September, 2017</i>
2014	<b>Best Paper Award</b> <i>The 2<sup>th</sup> International Hospitality and Tourism Conference. Universiti Teknologi MARA Penang, 2-3 September, 2014</i>
2011	<b>Best Paper Award</b> <i>2<sup>nd</sup> International Conference on Business and Economic Research, Langkawi</i>
2010	<b>Best Paper Award</b> <i>International Conference on Business and Economic Research, Kuching, Sarawak</i>
2008	<b>Best Paper Award</b> <i>The 4<sup>th</sup> International Human Resource Management Conference, Port Dickson</i>
2005	<b>Best Paper Award</b> <i>Asia Pacific CHRIE Conference, Kuala Lumpur</i>
2010	<b>Excellent Service Award</b> <i>University Technology MARA</i>
2012	<b>Letter of Appreciation</b> <i>International Hospitality &amp; Tourism Conference 2012</i>
2011	<b>Letter of Appreciation</b> <i>Head of Culinary Arts &amp; Gastronomy Department</i>
2011	<b>Certificate of Appreciation</b> <i>Lawatan Kembara Ilmu Pemimpin Wanita Baling</i>
2011	<b>Certificate of Appreciation</b> <i>Advisor of Cooking Skill Maritime Sea Park</i>
2010	<b>Certificate of Appreciation</b> <i>Lawatan Integrasi 1Malaysia Pemimpin Wanita Baling</i>
2010	<b>Certificate of Participation</b> <i>Training Workshop for Lecturer (TFL) based on OBE Curriculum</i>
2009	<b>Certificate of Appreciation</b> <i>Noted Speaker in Career Talk Food Institute of Malaysia</i>
2009	<b>Excellence Service Award</b> <i>University Teknologi MARA</i>
2009	<b>Certificate of Appreciation</b> <i>Bicara Buku Siri 3: Culinary Arts 1 &amp; 2 (UPENA)</i>
2009	<b>Letter of Appreciation</b> <i>Curriculum based OBE Committee</i>
2009	<b>Letter of Appreciation</b> <i>Program Hari Bertemu Pelanggan HEP &amp; Alumni UiTM 2009</i>
2009	<b>Letter of Appreciation</b>



	<i>Examination Paper Vetting Workshop Committee</i>
<b>2009</b>	<b>Certificate of Appreciation</b> <i>Research and Writing Management Workshop</i>
<b>2008</b>	<b>Certificate of Participation</b> <i>Food Styling Workshop</i>
<b>2008</b>	<b>Certificate of Participation</b> <i>Food Writing Workshop</i>
<b>2008</b>	<b>Certificate of Participation</b> <i>Food Styling and Food Writing Workshop</i>
<b>2008</b>	<b>Certificate of Appreciation</b> <i>Program Gotong-Royong Jom! Cuci Fakulti</i>

<b>ACADEMIC / PROGRAM ADVISOR</b>	
<b>2018</b>	<b>Member of the Board of Advisors</b> <i>Universiti Malaysia Kelantan</i>
<b>2018</b>	<b>External Assessor for Hospitality Program</b> <i>Universiti Teknologi Tun Husaien Onn</i>
<b>2016- present</b>	<b>External Assessor for Hospitality Program</b> <i>Universiti Malaysia Sabah</i>
<b>2016- present</b>	<b>Ahli Jawatankuasa Kesepakatan, Gugusan Perniagaan</b> <i>Universiti Teknologi Mara</i>
<b>2016- present</b>	<b>Ahli Jawatankuasa Lantikan Akademia</b> <i>Universiti Teknologi Mara</i>
<b>2014 – present</b>	<b>External Assessor for Faculty of Hospitality and Tourism Management</b> <i>UCSI Univesity, Kuala Lumpur</i>
<b>2014--present</b>	<b>Culinary Arts Program Advisor</b> <i>University Tun Abdul Razak (UNITAR) Petaling Jaya, Selangor</i>
<b>2014-present</b>	<b>Program Advisor</b> <i>KDU University College Malaysia (KDU), Hospitality, Tourism and Culinary Program, Penang</i>
<b>2014-present</b>	<b>Member of the Board of Advisors</b> <i>KFCH International College</i>
<b>2014-present</b>	<b>MQA Panel of Assessor</b> <i>Malaysia Qualifying Agency</i>
<b>2014-present</b>	<b>Board of Studies for Faculty of Hospitality and Tourism Management</b> <i>UNITAR International University</i>
<b>2014-present</b>	<b>Examination Question Papers Moderator</b> <i>Taylor's University</i>
<b>2014-present</b>	<b>External Assessor for the Diploma in Culinary Arts</b> <i>HELP College of Arts and Technology Sdn. Bhd</i>
<b>2014-present</b>	<b>Board of Reviewer Master in Tourism Management</b> <i>University College of Islam Melaka</i>



2013- Present	<b>Committee of Curriculum Advisor for Malaysian Polytechnic Hospitality Program</b> <i>Ministry of Higher Education</i>
2013- present	<b>Ahli Panel Lembaga Kajian Sarjana Pengurusan Pelancongan Kolej Universiti Islam Melaka (KUIM)</b> <i>Kolej Universiti Islam Melaka</i>
2013- present	<b>External Examiner for Faculty of Hospitality and Tourism</b> <i>UCSI University, Sarawak, Malaysia</i>
2013 - present	<b>External Examiner for Faculty of Hospitality and Tourism</b> <i>Taylors University</i>
2013- present	<b>External Examiner for School of Hospitality Tourism and Culinary Arts</b> <i>KDU University College</i>
2012- present	<b>Program Advisor</b> <i>Universiti Sains Islam Malaysia (USIM), Culinary Science Program</i>
2012- present	<b>Program Advisor</b> <i>KDU University College Malaysia (KDU), Hospitality and Culinary Program, Penang</i>
2012- present	<b>Program Advisor</b> <i>Taylor's University, Culinary Arts and Gastronomy</i>
2012- present	<b>Program Advisor</b> <i>KFCH International College, Pasir Gudang, Johor</i>
2011- present	<b>Program Advisor</b> <i>Kuala Lumpur Metropolitan University (KLMU), Hospitality and Culinary Program</i>
2011- present	<b>Program Advisor</b> <i>Kolej Masa, Hospitality and Culinary Program</i>
2011- present	<b>Program Advisor</b> <i>Nilai University College, Hospitality and Culinary Program</i>
2011- present	<b>Program Advisor</b> <i>Bahagian Politeknik MOHE, Hospitality and Culinary Program</i>
2011- present	<b>Program Advisor</b> <i>Sungai Petani Kolej Komuniti, Hospitality and Culinary Program</i>
2011- present	<b>Program Advisor</b> <i>Universiti Sabah Malaysia, Food Service Department</i>
2010 - present	<b>Program Advisor</b> <i>KDU University College Malaysia (KDU), Hospitality and Culinary Program, Petaling Jaya</i>
2009 - present	<b>Program Advisor</b> <i>Management Science University (MSU), Hospitality Program</i>



VISITING PROFESSOR / SPEAKERS	
2019	<b>Keynote Speaker</b> <i>Dialog Pelancongan Nusantara: Cabaran Potensi &amp; Peluang</i> <i>Universiti Teknologi MARA Cawangan Melaka &amp; Kementerian</i> <i>Pariwisata, Indonesia</i>
2019	<b>Keynote Speaker</b> <i>Kongres Makanan Warisan 2019</i> <i>Fakulti Pengurusan Hotel dan Pelancongan, Universiti Teknologi</i> <i>MARA, Kursi Institusi Raja-Raja Melayu, Jabatan Warisan</i> <i>Negara, Kementerian Pelancongan, Seni dan Budaya Malaysia,</i> <i>Perbadanan Adat Melayu dan Warisan Negeri Selangor (PADAT)</i>
2018	<b>Keynote Speaker</b> <i>International Conference on Culinary Fashion, Beauty and Tourism</i> <i>Universitas Negeri Padang, Padang Indonesia</i>
2018	<b>Keynote Speaker</b> <i>Forum Panel industry, Politeknik Sultan Idris Shah, Selangor</i>
2017	<b>Keynote Speaker</b> <b>Forum Panel in Hospitality and Tourism Industry</b> <i>Universiti Pendidikan Indonesia, Bandung, Indonesia</i>
2017	<b>Keynote Speaker</b> <i>Ist International Food Service Conference, UPM</i>
2017	<b>Keynote Speaker</b> <b>Simposium Kebangsaan Amalan Halal dalam industry</b> <b>Pelancongan</b> <i>Politeknik Merlimau Melaka</i>
2016	<b>Keynote Speaker</b> <b>International Conference on Hospitality, Tourism and Culinary</b> <b>Arts</b> <i>Universitas Trisakti, Jakarta, Indonesia</i>
2016	<b>Keynote Speaker</b> <i>Academic Forum at Polytechnic Merlimau Melaka</i>
2016	<b>Keynote Speaker</b> <i>World Tourism Day. HELP University, Damansara Kuala Lumpur</i>
2016	<b>Keynote Speaker</b> <i>Academic Forum at UNISZA</i>
2016	<b>Keynote Speaker</b> <i>Post Graduate Conference, Universiti Putra Malaysia</i>
2016	<b>Keynote Speaker</b> <i>World Tourism Day. HELP University, Kuching, Sarawak</i>
2015	<b>Keynote Speaker</b> <i>The International Hospitality Forum, Batam International University,</i> <i>Indonesia</i>
2014- present	<b>Visiting Professor</b> <i>UCSI University Kuala Lumpur</i>
2014- present	<b>Kuala Lumpur Metropolitan University (KLMU)</b> <i>Kuala Lumpur</i>
2014- present	<b>Visiting Professor</b>





	<i>KFC International College, Pasir Gudang, Johor</i>
<b>2014- present</b>	<b>Visiting Professor</b> <i>KDU Penang</i>
<b>2013</b>	<b>Keynote Speaker for Asian Educational Youth Chefs Conference</b> <i>IKIP Advance Skill Center, Kuantan, Pahang</i>
<b>2013</b>	<b>Speaker for Program Developing a Quality Research For Foodservice</b> <i>Kementerian Kesihatan Malaysia</i>
<b>2013- present</b>	<b>Visiting Professor</b> <i>Management Science University (MSU)</i>
<b>2013- present</b>	<b>Visiting Professor</b> <i>UCSI University Sarawak</i>
<b>2013</b>	<b>Visiting Professor</b> <i>KFC International College, Pasir Gudang, Johor</i>
<b>2013</b>	<b>Visiting Professor</b> <i>KFC International College, Puchong, Selangor</i>
<b>2012</b>	<b>Program Advisor</b> <b>Management &amp; Science University (MSU)</b> <i>Shah Alam Selangor</i>
<b>2012</b>	<b>Program Advisor</b> <b>Kolej Komuniti Sungai Petani</b> <i>Sungai Petani, Kedah</i>
<b>2012</b>	<b>Visiting Professor</b> <i>Kuala Lumpur Metropolitan University (KLMU)</i>
<b>2012</b>	<b>Visiting Professor</b> <b>KFC International College</b> <i>Pasir Gudang, Johor</i>
<b>2012</b>	<b>Visiting Professor</b> <b>KFC International College</b> <i>Puchong, Selangor</i>