

CURRICULUM VITAE



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A. ACADEMIC QUALIFICATIONS

Ph.D., (Doctor of Philosophy degree is awarded in Human Environmental Sciences with a specialization in Hospitality and Tourism Administration). School of Hotel & Restaurant Administration, College of Human Environmental Sciences, Oklahoma State University, Stillwater, Oklahoma. **Summer 2006** (Dissertation Topic: *Culinary tourism as a destination attraction: An empirical examination of the destination's food image and information sources*).

Masters. in Business Administration (MBA)., Mara University of Technology, Shah Alam, Selangor, Malaysia, 1998.

B.Sc., Hotel and Restaurant Management, New York University, New York, 1994.

Associate Degree in Culinary Arts, Mara University of Technology, Shah Alam, Selangor, Malaysia, 1990.

B. RESEARCH FOCUS AREA

Food and Culinary Tourism, Sustainable Food Heritage, Consumer Behavior and Marketing, Foodservice Management, Eating Habits, and Destination Management.

C. INVITED MEDIA APPEARANCE/ CULINARY DEMONSTRATION

Electronic Media & Live Culinary Presentation

1. **UNIVERSITY COMMUNITY TRANSFORMATION CENTER (UCTC)**, Community Project with the community at Sri Serdang. Invited jury for Heritage Food Competition and Cooking Demo in Herbal Food, November 2015
2. **HERBAL ASIA 2015**, Organized by FAMA. Invited for a Culinary Demonstration on Herbs Recipes. October 2015.
3. **UNIVERSITY COMMUNITY TRANSFORMATION CENTER (UCTC)**, Community Project at Mukim Batu Talam, Raub Pahang. Invited Culinary Demonstration to feature Nyonya Cuisine, February 2015.
4. **MALAYSIA AGRICULTURE & HORTICULTURE SHOW (MAHA) 2104**. Invited to Present Two Dishes Based on Local Food Products of Malaysia, December 2014
5. **KLEBANG FOOD FESTIVAL, MELAKA**. Invited to Feature Traditional Heritage Food, Acar Ikan Betuk, December 2014
6. **NONA HARI RAYA HAJI, TV3**, Featuring Heritage Food of Negeri Sembilan, Masak Lomak Udang with Udang Sungai & Belimbing Besi, 5th October, 2014
7. **KAZAKS NATIONAL AGAGARIAN UNIVERSITY**, Featuring Malaysian Heritage Cuisine, and the demonstration was featured on documentary program on Kazaks TV, July 2013
8. **MASTERCHEF ALLSTAR, ASTRO**, Season 3, (2013). November 2013, Appeared as Invited Jury as “Cabaran Sajian di Luar, Piknik di UPM”
9. **MASTERCHEF ALLSTAR, ASTRO**, Season 3, (2013). December 2013 . Appeared as Invited Jury episode on HERBA

10. **PASTRY WITH CHEF WAN, RTM1**, (2013). December 2013. To be aired in RTM 1 in 2014, Invited as Guests Chef in Chef Wan program, presented a French dessert, Pandan Crème Brulee
11. **MALAYSIA HARI INI TV3 (MHI)**, (November, 2013) Invited as Guests Chef and Interview. Presented Masakan Exotik Bugis
12. **AGEN HALAL**(April 10, 2013) TV Al- Hijrah, Invited as Guest Speaker to speak on Halal Catering Events in Malaysia (Interview Session)
13. **AGEN HALAL (March 14, 2013) TV Al-Hijrah**, Invited as Guest Speaker to speak on Spices and Food Flavor. (Interview Session).
14. **MASTERCHEF MALAYSIA, Season 2 (2012)** (October 29-31, 2012, Cameroon Highlands, Invited Jury for 2 Episodes for “Cabaran Sajian Di Luar’.
15. **Malaysia Hari Ini, TV3 (2012)**, Appeared on a special UPM Convocation Program, Presentation on Bugis Heritage Food, prepared 2 dishes.
16. **NONA, TV3 (2012)**, Appeared on a cooking segment with Jelita Magazine featured on NONA, presented 3 recipes based on potatoes and herbs.
17. **TV7, 7.00 pm NEWS, NTV7 (2012)**. Special Appearance to discuss on Bugis Cuisine presented in UPM for Bugis Food Launching.
18. **MASTERCHEF MALAYSIA, Season 1 (2011)**. Invited Jury for “Cabaran Sajian Di Luar” for 2 episodes in Kuala Lumpur
19. **Ramadan Program, RTM (2010)**. Invited for a special Ramadan Information segment to provide information on ramadan eating practices.

Print Media

1. Sajian Enak dengan Kentang. (2012). US Potatoes and Jelita Cooking Program, Fortile Showroom, Solaris Dutamas, Kuala Lumpur, **JELITA Ogos, pp..184-185.**

D. GRANTS/ CURRENT RESEARCH

1. Developing an Economically Viable Community Based Heritage Food Program for Sustainable Tourism at Lenggong Valley World Heritage Cultural Site. UCTC, NBOS & KPM Community Grant Scheme, **Submitted Proposal, January 2015**
2. Sustainable Islamic Tourism: The Arabs Tourists' Experience with Malaysian Food. Putra Research Grant, University Putra Malaysia, RM 84,000.00, October 2013 – September 2015 – **Principal Investigator. In Progress**
3. A Mixed Method Study on the Impact of Gastronomic Culture Towards Malaysia Heritage Sites Performance and Competitiveness, FRGS, RM77,000.00, December 2013 – November 2016 – **Principal Investigator. In Progress**
4. Safeguarding Malaysia Food Culture and Defining the role of Malaysia Heritage Food in Attracting International Tourists,
Grant: ERGS, Ministry of Higher Education. RM70,000, Jun 2012- Dec 2015 – **Principal Investigator – Principal Investigator, In Progress**
5. Analysis of Factors Influencing Fruits and Vegetables Consumption Among Adolescents in Selected Cities in Malaysia.
Grant : FAMA, Ministry of Agriculture . RM 283, 889.30, December 2010 to October 2012 – **Principal Investigator/Head Consultant – Completed**
6. Safeguarding Malaysia Heritage Food: Assessing The Promotional Efforts of Traditional Food in Hotels.
Grant : RUGS, Universiti Putra Malaysia. RM 70, 000.00, April 2011 to April 2013 – **Head of Project – Completed**
7. Sustaining the Authenticity of Malaysian Food Heritage
Grant : FRGS, Ministry of Higher Education, Malaysia. RM 40, 000.00, October 2010 to October 2012 – **Head of Project – Completed**
8. Chemical Characterization, Standardization and Biological Evaluation of *Melicope ptelefolia* Towards their Development into Anti-inflammatory Nutraceutical Products (Study on Ethnomedicinal Properties of *M. ptelefolia* and Consumer Behavior) (January 2007 – Dec 2010), RM2,500,000.00 Institut Parmaceutical & Nutraceutical Kebangsaan, MOSTI – **Co-Researcher, Completed**
9. Sustainable Development of National Heritage: Traditional Food and Cuisine and Tourist Attraction/Destinations. (July 2007- December 2009), RM 60, 000.00 Research University Grant Scheme, Universiti Putra Malaysia – **Head of Project –Completed**

10. Non-thermal Processing Technologies for the Preservation of Beverage, Soup Bases and Selected Traditional Sauces: A Multi-Technique Approach to Retain Their Functional Food Components Without the Use of Chemical Preservatives, (July 2007- Dec 2009) RM 60,000.00, RUGS – **Co-Researcher - Completed**
11. Foodstuff Proteomics: Impact of Bio-physical and culinary processing on the innovation, functionality, bioactivity and acceptability of protein-rich indigenous food products (July 2007 – Dec 2009) RM205,000, RUGS – **Co-Researcher - Completed**
12. Investigation of Service-scape Failures and Associated Recovery Strategies in Foodservice Establishments (July 2007 – Dec 2009), RM 57, 000.00, RUGS – **Co-Researcher - Completed**
13. Umami Composition, Sensory Evaluation of Belacan and Selected Foods, and its Relationships with Malaysian Gastronomy (June 2007 – December 2008) RM40,000.00, AJINOMOTO (MALAYSIA) BERHAD – **Head of Project – Completed**
14. Malaysia Culinary Tourism Image (February 2007 – February 2008) RM10,000.00, Universiti Putra Malaysia – **Head of Project – Completed**

E.	PROGRAM ACCESSOR / EXPERT
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PROGRAM ACCESSOR (MQA Panel)

SUNWAY Universiti	Full Accreditation	2015
Politeknik Tuanku Syed Sirajuddin	Full Accreditation	2015
Nilai Universiti	Full Accreditation	2015
Berjaya University College of Hospitality	Full Accreditation	2015
Tunku Abdul Rahman Universiti College	Full Accreditation	2015
Taylor’s University	Report	2014
Malaysia Institute of Baking	Report	2014
Lincoln University College	Full Accreditation	2014
Politeknik Merlimau	Full Accreditation	2014

Management and Science University	Report	2014
Politeknik Metro Kuantan	Full Accreditation	2014
Universiti Teknologi MARA	Report	2014
Taylors University	Report	2014
UNITAR	Full Accreditation	2013
KDU University	Full Accreditation	2013
Universiti Sains Islam Malaysia	Report	2013
Taylors University	Full Accreditation	2013
Management & Science University	Full Accreditation	2013
Stamford College Kuala Lumpur	Full Accreditation	2012
Komuniti College Merlimau Melaka	Report	2012
Sedaya Universiti College Kuching	Full Accreditation	2012
Lincoln University College	Report	2012
SeGi University	Report	2012

INVITED AS PROGRAM ASSESSOR

Universiti Utara Malaysia	Report	2014
University of Management Technology	Report	2012
Universiti Putra Malaysia	Report	2011

INVATATION AS PANEL OF EXPERT /SPEAKER

Malaysia Tourism Awards	Tourism Malaysia	Invited Jury, 2015/2016
Guests Speaker	PKNS, 2014	Successful Business
Tourism Awards	Tourism Malaysia	Chief Jury for Malaysia Best Restaurant Awards 2012/2013
Guests Speaker	PKNS, 2013	Business Operations

F. INTERNATIONAL PROGRAMS

King Mongkut Institute of Technology, Lan Krabang, Bangkok Thailand	2015
Kazkazahstan – National Agagian Univessity Visiting Professor	2014
National Institute of Food Science and Technology Masters in Foodservice Program – Invited as Panel Expert University of Agriculture, Faisalabad, Pakistan	2013

G. EDITORIAL / REVIEWERS

Editorial Advisory Board, Handbook of Research On Global Hospitality and Tourism Management, 2015 IGI Global, USA

NYAWA, 2015, Editorial Board Members

NYAWA, 2014, Editorial Board Members

NYAWA, 2013, Editorial Board Members

NYAWA, 2012. Editorial Board Members

Ad Hock Reviewer for International Journal of Contemporary Hospitality and Tourism

Ad Hock Reviewer for Journal of Islamic Marketing

Reviewers/Assessors for University Putra Malaysia Grant Proposal - 2013

Associate Editor for Journal of Agribusiness Marketing, Federal Agricultural Marketing Authority

Ad Hock Reviewer for Tourism Management

Add Hock Reviewer of manuscripts for International Journal of Revenue Management

Reviewer for manuscripts for International Journal of Food Research

Reviewer of manuscripts (book) for Universiti Technology MARA Press.

H.	PUBLICATIONS
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Books / Chapters in Book

1. Shahrin Karim and Siti Kaprawi Eds.(2015). Spice of Life. Recipes and Remedies. Karangraf. Kuala Lumpur ISBN 978-967-86-0646-2
2. Muhammad Shahrin Ab. Karim (2015). Soul Treatment. In Nature's Wonders of Arts. (Ed) Qamaruz, F, Baharuddin, N, and Abdul Shukor, Shureen Faris. Universiti Putra, Malaysia
3. Ainul Zakiah Abu Bakar, Muhammad Shahrin Ab. Karim, and Hasanah Mohd Ghazali. (2015). In Nature's Wonders of Arts. (Ed). Qamaruz, F, Baharuddin, N., and Abdul Shukor, Shureen Faris. Universiti Putra Malaysia
4. Hasanah Mohd Ghazali, Muhammad Shahrin Ab. Karim, and Ainul Zakiah Abu Bakar (2015). In Nature's Wonder of Arts. (Ed). Qamaruz F., Baharuddin, N., and Abdul Shukor, Shureen Faris. Universiti Putra Malaysia
5. Muhammad Shahrin Ab. Karim, Hasanah Ghazali and Ainul Zakiah Abu Bakar (2015). In Nature's Wonder of Arts. (Ed). Qamaruz, F. Baharuddin, N., and Abdul Shukor Shureen Faris. Universiti Putra Malaysia.
6. Hanafi Hamzah, M.Shahrin Ab Karim, Angelo Camillo, and Svetlana Holt (2015). ISO 14001 : The Challenges in Establishing Environmental Management Systems in Tourism

and Hospitality Establishments. In Handbook of Research on Global Hospitality and Tourism Management, IGI Global, USA. ISBN 13-978-1466686069

7. Leong, Q.L and **Ab Karim, S.(2015)**. Global Perspective in Tourism Development : Positioning Malaysia as a Culinary Tourism Destination. In Handbook of Research on Global Hospitality and Tourism Management, IGI Global, USA, ISBN 13-978-1466686069
8. Ismail, N.A, **Ab. Karim, M.S.**, Othman, M & Abd Halim, N. (2014). In.....The Roles of Malay Chef in Promoting Traditional Malay Food at the Hotel in Klang Valley, Malaysia
9. **Ab Karim, M.S.**, and Ab Halim, N. (2014).The Structure of Street Food Culture in Penang, Malaysia. In Global Street Food Culture, Italy.
10. Hasanah Ghazali and **Shahrim Karim** (2014). It Takes Two to Tango. In Nature's Wonders of Arts. (Ed).Qamaruz, F. Baharuddin, N and Mohd Tahar, O. Universiti Putra Malaysia.
11. **Shahrim Karim** and Hasanah Ghazali, (2014) Tapai Tower. In Nature's Wonders of Arts. (Ed).Qamaruz, F. Baharuddin, N and Mohd Tahar, O. Universiti Putra Malaysia
12. Hasanah Ghazali and **Shahrim Karim** (2014) Ikan Pekasam. In Natures's Wonders of Arts. (Ed).Qamaruz, F. Baharuddin, N and Mohd Tahar, O. Universiti Putra Malaysia
13. **Shahrim Karim** and Normariya (2013). Sajian dan Khasiat Herba di Malaysia: Moden dan Tradisional. Berita Publishing. Kuala Lumpur.
14. **Ab Karim, M.S.**, Nurhasmilaalisa Ab. Halim, and Ainul Zakiah Abu Bakar. (2013). From Honey Bees to Baklava. In Nature's Yield and Wonders of Art. (Ed) Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia.
15. **Ab Karim, M.S.**, Nurhasmilaalisa Ab. Halim, and Ainul Zakiah Abu Bakar. (2013). Grass Hoppers and Sago. In Nature's Yield and Wonders of Art. (Ed) Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia.
16. Omar, S.R. and **Ab. Karim,M.S.** (2013). The Halal Logo. In Halal Perspektif in Malaysia. Institute of Halal Product, UPM.
17. **Ab Karim, M.S.** and Ismail,N. (2012). Sajian Eksotik Warisan Bugis. (Exotic Bugis Heritage Food). Berita Publishing. Kuala Lumpur. ISBN 9789679696196
18. Muhammad Yaacob, Yumarnis Riasmi and **Muhammad Shahrim Ab Karim**. Versatility and Utilities. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia. ISBN. 978-967-344-298-0.
19. **Muhammad Shahrim Ab Karim** and Nurhasmilaalisa Ab. Halim . Durian Truffles. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia. ISBN. 978-967-344-298-0.

20. **Muhammad Shahrin Ab Karim** and Nurhasmilaalisa Ab. Halim. Scorching Chillies. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia. ISBN. 978-967-344-298-0.
21. **Ab Karim, MS.**, Halim, N and Ghazali, H. (2012). Fruit Culinary Culture. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F., Baharuddin, N. and Mohd Tahar, O. Universit Putra Malaysia. ISBN. 978-967-344-298-0.
22. **Ab Karim, M.S*** and Ismail, N.A. (2012). The Culinary Herbs in Malays Cuisine. In Flavors and Colours of Brunie Darussalam. (Ed) Datin Hajah Kamisah Hj Rahmat. Majlis Kesejahteraan Masyarakat & Pentagram Design Brunei. ISBN 99917-54-66-0
23. **Ab Karim, S.*** and Abdul Ghani, C.A. (2011) Malaysia Food Culture. *In Food Cultures of the World Encyclopedia*. California : Greenwood Publication ISBN 978-0-313-37626-9
24. **Ab Karim, M.S***, Leong, Q.L, Othman, M, and Mohd Adzahan, N. (2010). Towards Tourism Sustainability: The image of Malaysia as A Food Tourism Destination. In Issues in Hospitality and Tourism. Eds (Book Chapters)
25. Mohhidin Othman, Bahar Goodarzirad, and **Muhammad Shahrin Ab. Karim** (2010). Effects of Servicescape on Diners' Satisfaction and Their Behavioral Intentions in the Family Chain Restaurants. In Issues in Hospitality and Tourism. Eds (Book Chapters)
26. **Shahrin Karim*** (2010). Culinary Tourism in France, Italy and Thailand: Similarities and differences. In Jonathan Edwards and Roger Vaughan (Eds): Part 2. Attractions. Destination Revisited - ATLAS conference Viana do Castelo, Portugal 2007. The Netherlands. Association for Tourism and Leisure Education.
27. **Karim, S.*** (2007). Professions in the Hotel Industry. PTS Publications, Kuala Lumpur, Malaysia
28. **Karim, S.*** (2003). Professions in the Hospitality Industry. PTS Publications, Kuala Lumpur, Malaysia.

Videography

1. **Ab Karim*** (2012). Chocolate Truffle. Exhibition, In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F., Baharuddin, N. and Mohd Tahar, O. Universit Putra Malaysia
2. **Ab Karim** (2015). Malaysian Heritage Food on MOOC. 13 Episodes of Malaysian Heritage Food on Diverse Culinary Journey in Malaysia. Video of Cooking Demo and Food Experience in Malaysia.

Monograph

1. **Ab Karim*, M.S. (2006).** Culinary Tourism as a Destination Attraction: An Empirical Examination of the Destination's Food Image and Information Sources. (Doctoral Dissertation, Oklahoma State University, 2006). *Dissertations Abstracts International*, 67/06, 231

Cited Journals

1. Ng Chien Ying and Shahrin Ab. Karim (2016)- **In Press.** A Historical and Contemporary Perspectives of the Nyonya Food Culture in Malaysia, *Journal of Ethnic Foods*, doi: 10.1016/j.jef.2016.05.004.
2. Bee-Lia Chua, Ben Goh, Lynn Huffman, Catherine Jai, & Shahrin Ab. Karim (2016)- **In Press.** Cruise Passengers' Perception of key Quality Attributes of Cruise Lines in North America, *Journal Of Hospitality and Marketing Management*, pp 346-371
3. Siti Radiah Omar, **Shahrin Ab. Karim**, and Siti Nazirah Omar (2015). Exploring International Tourists' Attitudes and Perceptions in Characterizing Malaysia Heritage Food (MHF) as a Tourism Attraction in Malaysia. *International Journal of Social Science and Humanity*, Vol 5, 3, pp 321-329
4. J. Khongtong, **Ab Karim, M.S.**, M.Othman, and J.B. Bolong (2015). Reliability and Validity of Consumers' Decision Making Investigation of Street Food Purchasing, Pilot Study in Nakhon Si Thammarat, Thailand. *International Journal of Social Science and Humanity*, Vol 5, 3, pp.306-310
5. Nur Hafizah Muhammad, **Muhammad Shahrin Ab. Karim**, and Humairah Hamzah (2015). Intention to Eat Traditional Food Among Boys and Girls in Malaysia. *International Journal of Social Science and Humanity*, Vol 5, 5, pp 450-453
6. Humairah Hamzah, **Muhammad Shahrin Ab. Karim**, Mohiddin Othman, Azimi Hamzah & Nur Hafizah Muhammad (2015). Challenges in Sustaining the Malay Traditional *Kuih* among Youth. *International Journal of Social Science and Humaity*, Vol 5, 5, pp. 472-478
7. Camillo A.A., Di Pietro, L., **Ab. Karim, M. S*(2014).** Consumer attitude and perception toward western cuisine: a study of the Italian Cuisine in Malaysia. *Journal of Foodservice Business Research*, 17 (2).

8. Nawal Hanim Abdullah, Hamimah Hassan, Mass Hareeza Ali, & **Muhammad Shahrin Ab. Karim** (2014). Cultural Values (Power Distance) Impact on Stakeholders' Engagement in Organizing the Monsoon Cup International Sailing Event. *Procedia – Social and Behavioral Sciences*, 144, pp 118-126
9. Suhaimi Ab Rahman, Zulaipa Ruzulan, and **Muhammad Shahrin Ab Karim** (2014). Development of Islamic Law: The Application of 'Urf in Halal Animal Slaughtering Practices. *Sains Humanika*, 1, 1, pp 11-17
10. Norsyahidah Ismail, **Muhammad Shahrin Ab Karim***, Roselina Karim, Noranizan Adzahan, Nurhasmaalisa Abdul Halim, and Syuhailly Osman (2014). Fruits and Vegetables Consumption Behavior: A Qualitative Study of Malay Adults in Subang Jaya, Selangor. Among Adults in Malaysia. *Journal of Agribusiness Marketing*, Vol 6.....
11. Siti Radiah Omar, Siti Nazirah Omar and **Shahrin Ab. Karim** (2014). Comparative Analysis on the Effect of Agro-Economic Meat Tenderizer: Bromelain and Papain Enzyme on Indian Beef Quality. *International Journal of Advances in Science and Technology*, Volpp 178-183, ISSN 2348-5426
12. Jatuporn Khongtong, **M.Shahrin Ab.Karim**, Mohhidin Othman, and Jusang Bin Bolong (2014). Consumption Pattern and Consumers' Opinion toward Street Food in Nakhon Si Thammarat Province, Thailand. *International Food Research Journal*, 21, 1, pp 125-130
13. Nur Hafizah Muhammad, **Muhammad Shahrin Ab. Karim**, Mohhidin Othman, and Hazrina Ghazali (2013). Relationships of Socioeconomic Level with Eating Behavior of Traditional Food Among Adolescents, *Mediterranean Journal Of Social Sciences*, Vol 4, 11, pp 13-20
14. Norsyahidah Ismail, **Muhammad Shahrin Ab Karim**, Roselina Karim, Noranizan Mohd Adzahan, and Nurhasmilaalisa Abd Halim (2013). Fruits and Vegetables Consumption Factor Based on Different Cultures in Selangor. *Academic Journal of Interdisciplinary Studies*, Vol 2, 8, pp524-530
15. Khairunissa Izzati Othman, **Muhammad Shharin Ab Karim**, Roselina Karim, Noranizan Mohd Adzhan, and Nurhasmilaalisa Abd Halim (2013). Consumption Pattern on Fruits and Vegetables Among Adults: A Case of Malaysia. *Academic Journal of Interdisciplinary Studies*. Vol 2, 8, pp424-430
16. Ahmad Hanis, I. A. H, Mad Nasir, S., Jinap, S., Alias, R., and **Ab Karim, M.S.**(2013) Consumers' Preferences for Eggs Attributes in Malaysia : Evidence

from Conjoint Survey. *International Food Research Journal* 20(5), pp. 2865-2872

17. Humairah Hamzah, **Muhammad Shahrin Ab Karim**, Mohiddin Othman, and Azimi Hamzah (2013). Dimensions of Authenticity in Malay Cuisine from Experts Perspectives. *Academic Journal of Interdisciplinary Studies*, Vol 2, 3, pp.369-377
18. Nur Hafizah Muhammad, Mohiddin Othman, Hazrina Ghazali, **M. Shahrin Ab Karim** (2013) Exploring Traditional Food Eating Habits Among Urban and Rural Youths in Selangor, Malaysia. *International Journal of Social Policy and Society*, Vol. 10, pp. 28-44
19. Siew Lian Tan, Fatimah Abu Bakar, **Muhammad Shahrin Abdul Karim**, and Hai Yen Lee, Nor Ainy Mahyuddin (2013). Hand Hygiene Knowledge, Attitudes, and Practices Among Food Handlers at Primary Schools in Hulu Langat District, Selangor (Malaysia). *Journal of Food Control*. doi: 10.1016/j.foodcont.2013.04.045.
20. Ismail N.A., **Ab Karim, M.S.*** Othman, M. and Abd. Halim, N.(2013) The Values of the traditional Culinary Practices towards the Modernization as Perceived by the Malay Hotel Chefs. *International Journal of Food Research*, 20,5, pp 2857 -2864.
21. Babak Sobhi, Noranizan Mohd Adzahan, Rosnah Shamsudin, **Shahrin Ab Karim**, Russly Abdul Rahman, Jamilah Bakar, and Zulkifli Ghazali. (2013). Development of Instrumental Methods for Textural Evaluation of Chili Paste. *Kasetsart Journal (Natural Science)*, 47 : 122-139.
22. Nadzirah, S., Othman, M., **Ab Karim, S.** and Ghazali, H. (2013) Influence of Foodservice Quality on Customer Satisfaction in Universities of Klang Valley, Malaysia: Locals VS Internationals. *TEAM Journal of Hospitality & Tourism (Volume 9, Issue 1, 2012 / Volume 10, Issue 1, 2013)*.
23. Nurul Hanisah, J., Lasekan, O., Kharidah, M., and **Ab Karim, S. (2013)** Effect of Hot-Air Drying on Physicochemical Properties of Kaffir Lime Leaves (*Citrus hystrix*). *Journal of Food Agriculture & Environment*, Vol 11 (1).
24. Chi, C.Geng-Q , Chua, B.L., Othman, M. & **AbKarim, S*** (2013). Investigating the causal relationships between food image, food satisfaction, visiting quality and behavioral intentions: the case of

Malaysia. *International Journal of Hospitality and Tourism Administration*, Vol 14 (2).

25. Khairunnisa Izzati Othman, **Muhammad Shahrin Ab Karim***, Roselina Karim, Noranizan Adzahan, Nurhasmaalisa Abdul Halim, and Syuhailly Osman (2012). Factors Influencing Fruits and Vegetables Consumption Behavior Among Adults in Malaysia. *Journal of Agribusiness Marketing*, Vol 5, 29-46.
26. Wasnin, R.M. **Karim, M.S.A.** Ghazali, H.M. (2012). Effect of Temperature-Controlled Fermentation on Physico-Chemical Properties and Lactic-Acid Bacterial Count of Durian (*Durio zibethinus* Murr.) pulp. *Jpurnal of Food Science and Technology*, 1-13
27. Sobhi, B. Noranizan, M., **Ab Karim, S.**, Abdul Rahman, R., Bakar, J and Ghazali, Z.(2012). Microbial and Quality attributes of Thermally processed chili shrimp paste. *International Food Research Journal*, 19(4), 1705-1712.
28. Chan Sook Mun, Noranizan Mohd Adzahan, **M. Shahrin Ab Karim**, Roselina Karim, Olusegun Lasekan and Joe Regenstein. (2012). Consumer Preferences and Perceptions on Dealcoholized Wine. *Journal of Foods Product Marketing*, 18(1),65-77
29. Ahmad Hanis, I.A.H., Jinap, S. Mad Nasir,S., Alias, R. and **Ab. Karim, M.S.** (2012). Consumers' Demand and Willingness to Pay for Rice Attributes in Malaysia. *International Journal Food Research Journal*, 19 (1),363-369
30. Leong, Q.L. Othman, M. Mohd Adzahan, N, Ramachandran, S & **Ab Karim, M.S.***(2012). A Model of Malaysian Food Image Components: Towards Building A Sustainable Tourism Destination. *Journal of Social Science and Humanities*, 20 (2), 283-300
31. Nurul Hanisah, J., , Lasekan, O., Kharidah, M., and **Ab Karim, S.** (2012) Optimization of Hot-air Drying Conditions on the Physicochemical Characteristics of Torch Ginger (*Etlingera elatior*), *International Journal of Food, Agriculture & Environment*, 10. (1) – 2012.
32. Siti Sumayah Abdul Rashid, Noranizan Mohd Adzahan, Angelo A. Camillo, and **Muhammad Shahrin Ab. Karim***.(2011) Consumers' Perspective Toward Malaysia Traditional Food: Sambal belacan (Chili Shrimp Paste) *Journal of Agribusiness Marketing*, (), ISSN 1985-3890
33. Abdul Ghani , C.A. & **Ab Karim, S.,*** (2011) Chitty Culinary Traditions in Melaka, Malaysia, *Petits Propos Culinaires*, United Kingdom.

34. **Ab. Karim, M.S.***, Nasouddin, S.S., Othman, M, Mohd Adzahan, N. and Hussin, S.R. (2011). Consumers' Knowledge and perception towards Melicope Ptelefolia (Daun Tenggek Burung): A preliminary qualitative study.. International Food Research Journal, 18(4): 1481-1488(2011).
35. Foo, I.Y., Othman, M., **Ab Karim, M.S.**, and Ab Aziz, Y. (2011) Efficiency Measurement of a Malaysian Hotel Chain Using DEA. *Pertanika Journal of Social Science and Humanities*,19(1), 131-144
36. Omar, M., Mohd Adzahan, N., Mohd Ghazali, H, Karim, R, Abdul Halim, N and **Ab Karim, M.S.*** (2011) Sustaining Traditional Food: Consumers' Perceptions on Physical Characteristics of Keropok Lekor or Fish Snack. *International Journal of Food Research*, 18 (1), 117-124
37. S.Jinap, A.R. Ilya-Nur, S.C.Tang, P. Hajeb, **K. Shahrim** and M. Khairunnisak (2010) Sensory Attributes of dishes containing shrimp paste with different concentrations of glutamate and 5'-nucleotides. *Appetite*, 55(2), 238-244
38. Mohhidin Othman, Lee Yen Foo, Muhammad Shahrim **Ab.Karim**,& Yohanis Ab.Aziz (2010). Total Factor Productivity (TFP) Efficiency Changes in a Malaysian Hotel Chain Journal: Special Issues on Hospitality and Tourism Management, *International Journal of Revenue Management (IJRM)*,4(3/4), 327-343
39. Q.L. Leong, **Ab Karim, M.S.**, Othman, M., Mohd Adzahan, N. & Ramachandra, S. (2010). Relationship between Food Image, Tourist Satisfaction, and Behavioral Intention. *World Applied Sciences Journal* Journal 10 (Special Issue of Tourism & Hospitality):164-171, 2010
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2. Shahrin Ab. Karim and Nurul Ashikin Ismail (2016). Sustaining the Authentic Malays Cuisine: A Qualitative Inquiry on the Practices of Malay Professional Chefs at Hotels in Klang Valley. *Journal of Qualitative Research*. **Submitted 2016**
3. Farah Dilla and Shahrin Karim (2016). Practices of Halalan Toyyiban: A Review on Street Food Vendors in Malaysia. *International Food Research Journal*. **Submitted 2016**
4. Ab. Karim, M.S., Hamimah Othman, Mass Reza, Nawal (2015). Developing Sustainable Tourism in Melaka; A Case of World Heritage Site, (In Progress)
5. Jatuporn Khongtong, M.Shahrin Ab.Karim, Mohhidin Othman, and Jusang Bin Bolong (2014). Consumption Pattern and Consumers' Opinion toward Street Food in Nakhon Si Thammarat Province, Thailand. *Journal of Contemporary Business Issues*.

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1. Shahrin Ab Karim and Amira Rosli (2016). On-Line Malaysian Food Heritage. Proceedings of the 1st International Food Tourism, Innovation, Invention & Creativity (iFaTIIC) 2016. 10-11 May 2016. Universiti Teknologi MARA Malaysia.
2. Ng Chien Ying and Muhammad Shahrin Ab Karim (2015). Examining Factors Affecting Tourist Satisfaction and Behavioral Intention towards Nyonya Restaurants in Melaka. Oral Presentation at the Langkawi International Conference on Adventure and Ecotourism. 4-8 December, 2015. Adya Hotel Langkawi. Universiti Putra Malaysia.
3. Leong Quee Ling, Muhammad Shahrin Ab Karim, Mohiddin Othman, Khairil Wahidin Awang and Ainul Zakiah Abu Bakar (2015). Factors Impacting the Likelihood of Tourists' to Revisit Malaysia as Gastronome. The 12th

- International Postgraduate Research Colloquium "IPRC 2015: Research for excellence and knowledge society in ASEAN community". August 26-28, Behavioral Science Research Institute, Thailand
4. Hanafi Hamzah, Muhammad Shharim Ab Karim, Yuhanis Ab. Aziz, Azilah Kassim (2015). The Examination of Customers' Perception on EMS Implementation in Selected Choice of Hotels in Malaysia. The 12th International Postgraduate Research Colloquium "IPRC 2015: Research for excellence and knowledge society in ASEAN community". August 26-28, Behavioral Science Research Institute, Thailand
 5. Hanif Hanan and Shharim Ab. Karim (2015). Influence of Social Media in Food Festival Destination Image. Oral Presentation at the International Conference on Tourism and Ethnicity in ASEAN and Beyond. 15-16 August, 2015. Imperial Mae Oing Hotel, Chiang Mai, Thailand.
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 10. Khairunnisa Izzati Othman and Muhammad Shharim Ab. Karim (2012). Conceptual Framework of Factors Influencing Fruits and Vegetables Consumption Among Adults. Proceeding of the International Conference on Food Science and Nutrition 2012, The Pacific Sutera, Kota Kinabalu, Sabah, Malaysia, April 2nd -4th, 2012.

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12. H, Hamzah & **Ab Karim, M.S.**(2011). Sustaining the Authenticity of Malay Food As Malaysian Heritage' 1st World Research Summit for Tourism and Hospitality 10 -13 December 2011, Hotel ICON, Hong Kong
13. M. Shahrim Ab Karim, Mohiddin Othman, Nurhasmilalisa Abdul Halim, and Hamdin Salleh (2011). Evaluating The Critical Restaurant Success Factors of Restaurants in Kuala Lumpur, Malaysia. Proceeding of the EuroCHRIE 2011 Conference, Dubrovnik, Croatia, October 19th – 22nd, 2011.
14. **M. Shahrim Ab Karim**, Bee Lia Chua, Razif Aman, Mohiddin Othman, and Hamdin Salleh (2011). Food Image, Satisfaction and behavioral Intentions: The case of Malaysia's Portugese Cuisine. Proceeding of the International CHRIE 2011 Conference, Denver, Colorado, USA, July 27-July 30, 2011
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 30. M.J.Z.Koveya, R.Karim, S. **Ab Karim**, S.M. Kharidah and R. Salleh (2009). Consumption Trends of Wheat Bakery Products in Two Urban Areas in Botswana and the Potential Demand for Bakery Products Made from Sorghum Flour. Proceeding of the 8th International Annual Symposium on Sustainability Science and Management, 3rd – 4th May, 2009. University Malaysia Terengganu.
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 32. Leong, Q.L., Othman, M., Adzahan, N.M., Ramachandran, S. & **Ab Karim**, S. A (2009) Qualitative Approach in Exploring Malaysians Food Brand Image. Proceeding of the 4th International Scientific Conference Rhodes Island, Greece 3rd – 5th April, 2009. University of the Aegean, Greece.
 33. Chua, B .L., Othman, M., Boo, H. C., **Ab Karim**, M. S., & Ramachandran, S. (3rd – 4th December, 2008). Using critical incident technique to identify the effect of servicescape failure and the effectiveness of recovery strategy on dining experience. Proceeding of the Asian Forum on Business Education (AFBE) International Conference, SEGI University College, Kota Damansara, ISSN 1905-8055
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37. Abdul Rashid, S., Omar, M., Mohd Adzahan, N. and **Ab. Karim, S.** (2008). Malaysia's Traditional Sauce: Evaluating the Consumers' Perception of Sambal Belacan. Proceeding of the 1st Malaysian Gastronomic-Tourism Conference 2008, 29th May, 2008, KDU College, School of Hospitality, Tourism, and Culinary Arts, Damansara Jaya, Kuala Lumpur, Malaysia. **ISBN 978-983-43956-0-5**
38. Othman, M., Chern, B.H., **AbKarim, S.**, Ramachandran, S., & Lia, C. B.,(2008) Investigating Servicescape Failures and Associated Recovery Strategies in Food Service Establishments. Proceedings of the Council for Hospitality Management Education (CHME), 14th - 16th May, 2008, Business School, University of Strathclyde, 94, Cathedral Street, Glasgow, UK, pp. 793-798
39. **Karim, S.** & Leong J., *Culinary Tourism in France, Italy, & Thailand: Similarities and Differences*. Refereed paper presented at ATLAS Annual Conference 2007, Destination Revisited. Perspectives on developing and managing tourist areas, September 5th – 8th, 2007, **Viana do Castelo, Portugal**
40. **Karim, S.** & Salleh, H., *Malaysia Culinary Identity and Heritage: Sustainable Strategy for the Future*. Refereed paper presented at the 2nd International Conference on Tourism and Hospitality: Planning and Managing Heritage for the Future, 30th July – 1st August, 2007, Marriot Putrajaya, Malaysia
41. **Abkarim, S** & Leong, J, *Culinary tourism as a destination attraction: an empirical examination of the role of food in tourists' destination choice*. Refereed paper presented at the Eleventh Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 5-7, 2006, Seattle, WA, USA.
42. **AbKarim, S.**, Narajavana, Y., and Hu, B. *Malaysia Culinary Tourism Image*. Refereed paper presented at Tenth Annual Hospitality and Tourism Graduate Student Education and Research Conference, January 5-7, 2005, Myrtle Beach, SC, USA.
43. **AbKarim, S.**, Lee, H., & Su, P. *Evaluating school food service quality: A case study of Oklahoma State University*. Referred paper presented at the Nine Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, January 6-8, 2004, Houston, TX, USA.
44. **Karim, S** & Salleh, H. *Food Service Issues and Trends*. Refereed paper presented at Malaysia Hotel and Tourism Conference, organized by Mara University of Technology, July 23-25, 2001, Shah Alam, MALAYSIA.

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1. Leong, Q. L., **Ab Karim**, M. S., Othman, M., Mohd Adzahan, N. & Ramachandran, S., (2010). Malaysian Food. Assessing International Tourist's Satisfaction and Behavioral Intentions. Proceeding of International Graduate Tourism Research Conference, April 16-17, 2010. University Sains Malaysia and Berjaya University College of Hospitality, Kuala Lumpur, Malaysia.
2. M.J.Z.Koveya, R.Karim, S. **Ab Karim**, S.M. Kharidah and R. Salleh (2009). Consumption Trends of Wheat Bakery Products in Two Urban Areas in Botswana and the Potential Demand for Bakery Products Made from Sorghum Flour. Proceeding of the 8th International Annual Symposium on Sustainability Science and Management, 3rd – 4th May, 2009. University Malaysia Terengganu.
3. Chua, B .L., Othman, M., Boo, H. C., **Ab Karim**, M. S., & Ramachandran, S. (3rd – 4th December, 2008). Using critical incident technique to identify the effect of servicescape failure and the effectiveness of recovery strategy on dining experience. Proceeding of the Asian Forum on Business Education (AFBE) International Conference, SEGI University College, Kota Damansara, ISSN 1905-8055
4. Omar, M., Abdul Rashid, S., and **Ab Karim**, S. (2008). Sustaining Traditional Food: Malaysia's High-Protein Snack 'Keropok Lekor'. Proceeding of the National Symposium on Tourism Research, 29 July 2008, University Science of Malaysia, Penang, Malaysia. **ISBN. 978-983-3986-32-3**, pp 28-31.
5. Selamat, J. and **AbKarim**, S. (2008) Umami Composition, Sensory Evaluation of Belacan and Selected Foods, And its Relationship With Malaysian Gastronomy. Paper presented at AJINOMOTO Malaysia, 11 June 2008. Kuala Lumpur, Malaysia.
6. Selamat, J. and **AbKarim**, S. (2008). Authentically Malaysian Belacan: Flavour Preference and Customer Behaviour. Paper presented at the 40th SEAAGS Meeting, 23 May 2008. Kuching, Sarawak.
7. Abdul Rashid, S., Omar, M., Adzahan, N., & **AbKarim**, S. (2008). Malaysia's Traditional Sauce: Evaluating the Consumers' Perception of Sambal Belacan. Proceeding of the 1st Malaysian Gastronomic-Tourism Conference 2008, 29th May, 2008, KDU College, School of Hospitality, Tourism, and Culinary Arts, Damansara Jaya, Kuala Lumpur, Malaysia, **ISBN 978-983-43956-0-5**
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Gastronomic-Tourism Conference 2008, 29th May, 2008, KDU College, School of Hospitality, Tourism, and Culinary Arts, Damansara Jaya, Kuala Lumpur, Malaysia. ISBN 978-983-43956-0-5

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10. **Karim, S & Salleh, H.** *Food Service Issues and Trends*. Refereed paper presented at Malaysia Hotel and Tourism Conference, organized by Mara University of Technology, July 23-25, 2001, Shah Alam, MALAYSIA.

I.	TECHNICAL AND RESEARCH REPORTS
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Ab Karim, M. S, Roselina Karim, Noranizan Mohd Adzahan and Nurhasmilaalisa Ab. Halim (2014). Final Report,to Federal Agriculture Marketing Agency (FAMA) , Kuala Lumpur, Malaysia.

Ab Karim, M. S, Roselina Karim, Noranizan Mohd Adzahan and Nurhasmilaalisa Ab. Halim (2012). Interim Report,to Federal Agriculture Marketing Agency (FAMA) , Kuala Lumpur, Malaysia.

Ab Karim, M. S, Roselina Karim, Noranizan Mohd Adzahan and Nurhasmilaalisa Ab. Halim (2011). Inception Report,to Federal Agriculture Marketing Agency (FAMA) , Kuala Lumpur, Malaysia.

Ab Karim, S and Selamat, J (2008). Umami Composition, Sensory Evaluation of Belacan and Selected Foods, and Its Relationship with Malaysian Gastronomy. Submitted to AJINOMOTO (M) Sdn. Bhd.

J.	STUDENTS' SUPERVISION
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POST-GRADUATE STUDENTS' SUPERVISION

Ph.D. Supervision

Graduated

Babak Sobhi

Co- Supervisor

November 2012

Jatuporn Khongtorn

Main Supervisor

October 2016 – Convo.

Ph.D. (Current)

Leong Quee Ling
Siti Radiah Omar
Humairah Hamzah

Main Supervisor
Main Supervisor
Main Supervisor

Expected to Graduate

2016/ will submit
2016/ will submit
2016 / will submit

Year Started

Siti Salwa
Hanafi Hamzah
Hanif Hanan
Habsah Mamat
Uda Taha
Nurfardilla

Main Supervisor
Main Supervisor
Main Supervisor
Main Supervisor
Main Supervisor
Main Supervisor

April 2013/Data Col.
Sept 2014 /Data Col.
Feb 2014/ Comp.
Feb 2014 /Comp
Feb 2015/Framework
Feb 2015/Framework

M.Sc. Supervision**M.Sc. (Current)**

Ng Chin Yen
Norhashimah Hamzah

Main Supervisor
Main Supervisor

Year Started

Feb 2015
Sept 2015

M.Sc.(Completed)

Norsyahidah Ismail
Nissa Izzati Othman
Nurul Ashikin Ismail

Main Supervisor
Main Supervisor
Main Supervisor

Graduated

Oct 2016
Nov. 2014
Nov 2014

Nur Hafizah	Main Supervisor	Nov 2014
Leong Quee Ling	Main Supervisor	May 2010
Roozbeh Babolian	Main-Supervisor	August 2009
Nadzirah Salehuddin	Co- Supervisor	Nov 2013
Ramdiah Wasnin	Co-Supervisor	Nov 2013
Bahar Goodarzirad	Co-Supervisor	Nov 2012
Foo Lee Yen	Co-Supervisor	Nov 2011
Bahar Goodarzirad	Co-Supervisor	May 2010
Mantho Joyce Koveya	Co- Supervisor	May 2010
Chua Bee Lia	Co-Supervisor	September 2009
Ahmad Hanis Hadi	Co-Supervisor	November 2009

K.	TEACHING EXPERIENCE
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June 1999 – Present - Associate Professor
Faculty of Food Science and Technology, University Putra Malaysia, Malaysia

- Foodservice Systems and Operations
- Menu Management
- Restaurant Service Management
- Research Methodology
- Current Issues in Food Industry
- Food Choice and Acceptability
- Strategic Foodservice Operation
- Introduction to Hospitality Industry
- Food Preparation and Service – Culinary Arts
- Commercial Food Production
- Foodservice Plan and Layout
- Foodservice Information System

Fall 03 – Spring 06 Instructor/TA
School of Hotel and Restaurant Administration, College of Human Environmental
Sciences, Oklahoma State University, Stillwater, Oklahoma
Hospitality and Tourism Marketing (HRAD 4163)

- This course provides an overview of hospitality and tourism marketing. It covers extensive topic about marketing and its application in the hospitality industry. Students performed various hands on experience that can help to enhance their understanding of the course.
- Designed syllabus, evaluation procedures, course delivery methods, developed exams, grade papers, etc.
- Organized a sales blitz program for The Atherton Hotel, Oklahoma State University.
- Class size: 50 – 60 each semester

L.

PROFESSIONAL EXPERIENCE

PROFFESIONAL PROFILE

Sheraton New York Hotel & Towers, Manhattan, New York, 1994-1997

Guest Service Manager/ Executive Guest Consultant

- Managed the club/executive floors, totaling 275 corporate rooms
- Assisted the Towers manager on day to day operations
- Involved in problems solving
- Maintained credit policies and procedures
- Oversaw Club Lounge operations & foodservice associates

Malaysia Tourism Promotion Board, New York, 1993-1997

Special Assistant to the Vice President

- Involved in all aspects of promoting and selling Malaysia as a tourist and travel destination. Member of pre-opening team of the New York Office.
- Presented lecture on Malaysia at various seminars and sales presentations in the East Coast of the USA
- Coordinated and organized Malaysian food and cultural promotion
- Managed and maintained the financial accounting of the office
- Participated in major travel, trade, and consumer shows, i.e. PATA, ASTA, & ASAE.
- Advised clients on traveling to Malaysia

Raffles Hotel Singapore, Singapore, 1991-1992

Garde Manger Chef

- Responsible for all aspects of cold food items and food preparation for restaurants and banquets
- Accountable for the food requisition and maintenance of monthly food inventory
- Coordinator of buffet and reception set-up for special events
- In charge of food costing and planning

Carlton Hotel, Singapore, 1990-1991

Garde Manger Chef

- Prepared cold food items for restaurant; ala-carte and buffet
- Banquet food production
- Involved in menu planning

Pan Pacific Hotel, Pangkor Island, Malaysia, 1989

Trainee

- Trained in various kitchen department; Pastry, Garde Manger, Western, and Asian cuisines
- Developed proficiency in Asian regional cuisines such as Malaysia, Chinese, Indian, Indonesia, Thai, Singaporean, and Vietnamese.
- Worked in fine dining restaurant as host and server

PROFESSIONAL CONSULTANCY ACTIVITIES

Culinary Consultant, 1995 – 2016

Consulted and advised food related organizations, restaurants, catering companies, and individuals in the USA and Malaysia on international and Malaysian cuisines. Also, specialized in professional and business etiquette, protocol, personal grooming and professional development.

- Nasi Lemak Antarabangsa, Kuala Lumpur
- Federal Agriculture Marketing Agency (FAMA)
- University Putra Malaysia
- Malaysia Tourism Promotion Board, New York
- Malaysia Palm Oil Council, Chicago
- Saffron 59 Catering, New York
- Malaysian Consulate, New York
- Inlingua Corp., Pennsylvania
- Givaudan Roure, New Jersey
- United Nations, New York
- Copeland Mark (cookbook author), New York
- Andalus Cafe, Selangor
- Maimanah Catering, Kuala Lumpur
- Warisan Baiduri Catering, Kuala Lumpur

- Samuri Sate Corp., Kuala Lumpur
- Kajang Town Council, Selangor

M.	PROFESSIONAL AFFILIATIONS
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PROFFESIONAL COMMITTEES

Committee Member, National Heritage Food, Department of Heritage Malaysia, 2014-2016

Vice President 2, Qualitative Research Association of Malaysia, 2014-2016

Chair, International Post-Graduate Research Conference 2014, August 2014

Chair, International Food Festival, Universiti Putra Malaysia, October 2012

Committee Member, Research Week at Oklahoma State University, Spring 2006.

Food Director, 25 Years Celebration of Faculty of Food Science & Biotechnology, University Putra, Malaysia, 2002.

Manager, Food Service Committee, University Putra Malaysia, 2001-2002.

Food Advisor, University Convocation Committee, University Putra Malaysia, 2000-2002.

Special Events Committee, Malaysia Culinary International Show, organized by the Malaysia Hotel Association and Chefs Association of Malaysia, 2002

Public Relations Committee, Functional Food Conference, University Putra Malaysia, 2001.

MEMBERSHIPS

University Putra Malaysia, Academic Association 2012- present – Faculty Representative

Qualitative Research Association of Malaysia, 2009 – Lifetime Member

Slow Food International, Italy, 2008 - 2010

SPSS Malaysia Association, 2008 - 2010

Oklahoma State University, College of Human Environmental Sciences Graduate Student Association, Treasurer, Spring 2006

Oklahoma State University, Graduate Student Professional Association, Committee Member for OSU Allied Arts program, Fall 2005.

Oklahoma State University, College of Human Environmental Sciences Graduate Student Association, Treasurer, Fall 2005

Oklahoma State University, Graduate Student Professional Association, Department Representatives, 2004

Research Chef Association, 2003 – 2005

Malaysia Hotel Association, 2001

Malaysia Chef Association, 1999

CERTIFICATES

Focus Group Research Specialist Certificate, University of Minnesota, USA, 2006

Geac/UC (Hotel Software Applications) Certificate, GEAC Corp., Inc & ITT Sheraton Corp., New York City, 1996.

Food Hygiene Certificate, Society of Public Health Inspectors, Ministry of Health, Singapore, 1991

OUTREACH ACTIVITIES

Representative for the School of Hotel and Restaurant Administration to the Graduate Professional Student Association at Oklahoma State University, 2005

Oklahoma State University, Research Conference. Moderator and Judge for paper presentation, Spring 2005.

Hotel and Restaurant Administration, Graduate Student Association, Volunteer for special event, Made in Oklahoma Dinner, Spring 2005

Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Volunteer, University of Houston, Spring 2004

International Student and Scholars, Volunteer at international student orientation, Oklahoma State University, Fall 2003

Hotel and Restaurant Administration Graduate Student Association, Member, Oklahoma State University, 2003

Malaysia, Invited judge at culinary competitions of various student and professional organizations, 2000, 2001, & 2002.

University Putra Malaysia, Volunteer presenter and speaker on dining etiquette. 2000, 2001, & 2002.

City Meals on Wheels, Volunteer at annual fundraisings in New York City, 1997.

Ceci-Cela La Patisserie (French bakery in Soho, NYC), Volunteer Chef, 1997

James Beard Foundation, Volunteer at international chef events in New York City, 1995 & 1996

American Food & Wine Institute, Volunteer at annual events in New York City, 1993-1997

New York University, Volunteer in various soup kitchens in the city, New York City, 1994.

New York University, Volunteer at the international students and scholars office, orientation and program development, 1992-1994