

# CURRICULUM VITAE



## A. BUTIR-BUTIR PERIBADI *(Personal Details)*

Nama Penuh <i>(Full Name)</i>	UNGKU FATIMAH UNGKU ZAINAL ABIDIN		Gelaran <i>(Title)</i> : Dr.
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i> 810218-71-5004	Warganegara <i>(Citizenship)</i> Malaysia	Bangsa <i>(Race)</i>  Malay	Jantina <i>(Gender)</i>  Female
Jawatan <i>(Designation)</i>	Senior Lecturer	Tarikh Lahir <i>(Date of Birth)</i>	18 February 1981

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
46, Jalan Dahlia 3, Laman Dahlia, Nilai Impian, 71800, Negeri Sembilan, Malaysia  Tel: 06-6598001	Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia, 43400 UPM, Serdang, Selangor, Malaysia  Tel: 603-89468540 Fax: 603-89423552  Associate Researcher Institut Penyelidikan Produk Halal (IPPH), Universiti Putra Malaysia, 43400 UPM, Serdang Selangor, Malaysia	E-mail: ungkufatimah@upm.edu.my  H/P:016-7222816

## B. KELAYAKAN AKADEMIK *(Academic Qualification)*

Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
PhD	Iowa State University	2013	Hospitality Management
Master of Science	Universiti Putra Malaysia	2007	Foodservice Management
Bachelor of Science	Universiti Kebangsaan Malaysia	2003	Food Science with Business Management

## C. KEMAHIRAN BAHASA *(Language Proficiency)*

Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English				√	

Bahasa Melayu					√
Chinese					
Lain-lain (other):					

#### D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN

##### (Scientific experience and Specialisation)

Organization	Position	Start Date	End Date	Expertise
-	-	-	-	-
-	-	-	-	-

#### E. PEKERJAAN (Employment)

Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Senior Lecturer	Food Service and Management	Aug 2003	Present
Universiti Putra Malaysia	Tutor	Food Service and Management	Aug 2003	June 2013
Iowa State University	Graduate Research Assistant	Apparel, Event, and Hospitality Management	Aug 2010	Dec 2012

#### F. ANUGERAH DAN HADIAH (Honours and Awards)

Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Research Excellence Award	Iowa State University	Academic achievement	2013
	College of Human Sciences Graduate Merit Scholarship	Iowa State University	Scholarship	2012
	College of Human Sciences Graduate Scholarship	Iowa State University	Scholarship	2010
	Effect of menu items and dining occasion on the eating selection – Does health knowledge matter?	Asia Euro Conference	Best Conference Paper	2006
	Invention, Research and Innovation Award – Bronze	Universiti Putra Malaysia	University	2006
Non-Academic Awards	Excellent Service Award	Universiti Putra Malaysia	University	2007/2008/ 2013
Awards of Merit				

**G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan)** (*List of publications – author (s), title, journal, volume, page and year published*)

Journal	<ol style="list-style-type: none"> <li>1. <b>Ungku Fatimah, U. Z. A.</b> , Strohbehn, C., &amp; Arendt, S. (2014). An empirical investigation of food safety culture in onsite foodservice operations. <i>Food Control</i>, 46, 255–263.</li> <li>2. Strohbehn, C.H., Shelley, M., Arendt, S., Correia, A. Meyer, J., <b>Ungku Fatimah, U. Z. A.</b>, &amp; Jun, J. (2014). Retail foodservice employees’ perceptions of barriers and motivational factors that influence performance of safe food behaviors. <i>Food Protection Trends</i>, 34(3), 139-150.</li> <li>3. <b>Ungku Fatimah, U. Z. A.</b> , Arendt, S., &amp; Strohbehn, C. (2014). Food safety culture in onsite foodservice: Development and validation of a measurement scale. <i>Journal of Foodservice Management and Education</i>, 8(1), 1-10</li> <li>4. <b>Ungku Fatimah, U. Z. A.</b> , Arendt, S., &amp; Strohbehn, C. (2013). Exploring the culture of food safety: The role of organizational influencers in motivating employees’ safe food handling practices. <i>Journal of Quality Assurance in Hospitality and Tourism</i>, 14(4), 321-343.</li> <li>5. Strohbehn, C., Arendt, S., <b>Ungku Fatimah, U. Z. A.</b>, &amp; Meyer, J. (2013) Effectiveness of food safety managerial training: Face-to-face or computer-based delivery. <i>Journal of Foodservice Management and Education</i>, 7(1), 7-19.</li> <li>6. <b>Fatimah, U.</b>, Boo, H. C., Sambasivan, M., Salleh, R., &amp; Abu Bakar, F. (2011). Restaurant food hygiene factors - The consumer perspective. <i>International Journal of Hospitality Management</i>. 30(1), 38-45 (doi: 10.1016/j.ijhm.2010.04.001).</li> <li>7. Boo, H. C., Chan, L. T., &amp; <b>Fatimah. U.</b> (2008). Healthy eating away-from-home: Effects of dining occasion and number of menu item. <i>International Food Research Journal (formerly ASEAN Food Journal)</i>, 15(2), 201-208.</li> </ol>
Book	<ol style="list-style-type: none"> <li>1. Mahyudin, N. A., Zainor, Z. &amp; <b>Ungku Fatimah, U. Z. A.</b> (2014). Assessment of food handlers’ knowledge, attitude and practices on food hygiene in Serdang, Selangor. <i>Theory and Practice in Hospitality and Tourism Research in Eds. Radzi et al. CRC Press Taylor &amp; Francis Group</i>.</li> <li>2. Chan, L. T., <b>Fatimah, U.</b>, &amp; Boo, H. C. (2008). Effects of menu items and dining occasion on the eating selection – Does health knowledge matter? <i>Revue Tourisme</i>, 16(October), 59-67.</li> </ol>
Proceedings	<ol style="list-style-type: none"> <li>1. Mahyudin, N. A., Zainor, Z. &amp; <b>Ungku Fatimah, U. Z. A.</b> (2-4 September 2014). Assessment of food handlers’ knowledge, attitude and practices on food hygiene in Serdang, Selangor. The 2<sup>nd</sup> International Hospitality and Tourism Conference, Penang, Malaysia.</li> <li>2. <b>Ungku Fatimah, U. Z. A.</b>, &amp; Boo, H. C. (21-24 May 2014). The influence of restaurant food hygiene standard on consumers perceived risk and purchase intention. The 12<sup>th</sup> Asia-Pacific CHRIE Conference (APacCHRIE), Kuala Lumpur, Malaysia.</li> <li>3. <b>Ungku Fatimah, U. Z. A.</b>, Arendt, S., &amp; Strohbehn, C. (21-23 March, 2013).</li> </ol>

	<p>Development of a scale to measure food safety culture in onsite foodservices. Biennial Meeting Foodservice Systems Management Education Council, Ohio, United States.</p> <ol style="list-style-type: none"> <li>4. Arendt, S., Strohbehn, C., Correia, A., Shelley, M., <b>Ungku Fatimah, U. Z. A.</b>, &amp; Meyer, J. (1-4 August 2012). Age-specific customization of food safety training. International Council on Hotel, Restaurant and Institutional Education, Rhode Island, United States.</li> <li>5. <b>Ungku Fatimah, U. Z. A.</b>, Arendt, S., and Strohbehn, C. (6-8 January, 2011). Organizational climate for Promotion of Safe Food Handling Practices: Development and Validation of Measures in Foodservice Organizations. 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Texas, United States.</li> <li>6. <b>Ungku Fatimah, U. Z. A.</b>, Arendt, S., and Strohbehn, C. (6-8 January, 2011). An Exploratory Investigation on the Role of Organizational Influencers in Motivating Employees to Follow Safe Food Handling Practices. 16th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Texas, United States.</li> <li>7. Boo, H. C., Lim, S. Y., &amp; <b>Fatimah, U.</b> (21-22 November, 2008). Is consumption a functional or emotional? The case of monosodium glutamate consumption in Malaysia, The 2nd Asia-Euro Tourism, Culture and Gastronomy Conference, Selangor, Malaysia.</li> <li>8. <b>Fatimah, U.</b>, Sambasivan, M., Abu Bakar, F., Salleh, R., &amp; Boo, H. C. (21-23 August, 2007). Effect of food hygiene quality on consumers' intention to purchase food away from home: The role of perceived risk. ASEAN Food Conference, Kuala Lumpur, Malaysia.</li> <li>9. Boo, H. C., Ismail, A. F., &amp; <b>Fatimah, U.</b> (23-27 May 2007). The effectiveness of service recovery strategy on consumers' perceived justice: A comparison between Malay and Chinese ethnic in Malaysia. Proceeding of the 5<sup>th</sup> APacCHRIE &amp; 13<sup>th</sup> APTA Joint Conference. \</li> <li>10. Chan, L. T., <b>Fatimah, U.</b> &amp; Boo, H. C. (9-10 November 2006). Effects of menu items and dining occasion on the eating selection-Does health knowledge matter? The 1<sup>st</sup> Asia-Euro Tourism, Culture and Gastronomy Conference. Kuala Lumpur, Malaysia. (Best Paper Award).</li> <li>11. <b>Fatimah, U.</b>, Boo, H. C. &amp; Rahman, R. A. (26-28 May 2005). Food hygiene in foodservice: The mediating role of perceived risk on consumers' purchase intention. The 3<sup>rd</sup> Asia-Pacific CHRIE Conference (APacCHRIE), Kuala Lumpur, Malaysia</li> </ol>
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<b>H. PROJEK PENYELIDIKAN TERDAHULU</b> (Past Research Project)					
Project No.	Project Title	Role	Year	Source of fund	Status
01-03-06-001FR	Measuring food safety culture: Insights from onsite foodservice operations	Principle Researcher	Nov 2011- Mar 2013	Foodservice Systems Management Education Council	Completed
GP-IPM/2013/9400900	Development of intervention to improve foodservice employees	Principle Researcher	Nov 2013- Oct 2015	Geran Universiti Putra Malaysia (GP-IPM)	On going

	handwashing practices in selected schools in Klang Valley area				
<i>FRGS/1/2014/SS05/UPM/02/3</i>	Measuring the Effectiveness of Halal Food Management System (MS 1500: 2009) in SME's Food Companies in Malaysia	Principle Researcher	July 2014- June 2017	FRGS	Ongoing
<i>GP-IPB/2013/9425402</i>	Stakeholders' knowledge, attitude and practices (KAP) towards Aflatoxins in Peanut-based products.	Co- Principle Researcher	Jan 2014 – Jan 2016	Geran Universiti Putra Malaysia (GP-IPB)	Ongoing
<i>GP-IPM/2013/9400900</i>	Microbiological quality of food served during wedding banquet: Before and after food safety training	Co- Principle Researcher	Jan 2014 – Jan 2016	Geran Universiti Putra Malaysia (GP-IPM)	Ongoing

***Post-graduate Supervision:***

**Master of Science:**

**Chairman:**

Izzah Az-Zahrah Ahmad – Development of intervention to improve hand hygiene practices in selected school foodservice in Klang Valley

**Member:**

Siti Soleha Abdul Salam – Halal Product Marketing, IPPH.

Shibana Abdulla Didi (GS31570) Food Safety Risk Perception and Consumer Trust in Different Information Sources and their Purchase Intention of Fresh Chicken

**PhD students:**

**Chairman:**

Stephenie Wong Yoke Wei – HACCP based intervention development in school canteen

Aznieyantie Abdul Hadi- Worker safety in hospitality industry

**Member:**

Anis Najiha Ahmad – Effectiveness of Halal Management (MS1500-2009) in SME operation