

AHMAD FAREED BIN ISMAIL, Ph.D

Senior Lecturer
Department of Food Service and Management
Faculty of Food Science and Technology
University Putra Malaysia
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Malaysia

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CURRENT POSITION

Senior Lecturer
Department of Food Service and Management
Faculty of Food Science and Technology
University Putra Malaysia
434000, Serdang, Selangor
Malaysia

EDUCATION

Murdoch University, Perth, Western Australia, Australia **2014**
PhD in Internet Marketing & Tourism Management

Thesis: "Internet Marketing Implementation and Leapfrogging Effects in Tourism"

Putra Business School, Universiti Putra Malaysia, Serdang, Selangor **2008**
M.Sc. in Management

Thesis: "Factors affecting the adoption of Information Technology applications in the foodservice sector in Malaysia"

Universiti Putra Malaysia, Serdang, Selangor **2000-2003**
Bachelor of Food Science and Technology
Graduated with Second Class Upper

Honours Thesis: "Effects of Different Postharvest Heat Treatments on the Changes in physical Characteristics & Manifestation of Chilling Injury in Pisang Berangan (*Musa sapientum. Berangan*)"

College MARA Kulim **1999-2000**
Certificate of Science Matriculation in Life Sciences from Universiti Putra Malaysia

AWARDS

Nominated for Best Thesis Award –International Federation of IT in Tourism	2014
	2009
Best Paper Award for SCM, Logistics and e-Business Track, ANZMAC 2009	2006
Excellence Service Award 2005 by University Putra Malaysia	2003
Special Excellence Leadership Award 2003 by Chancellor College, UPM	2003
Nestle Award, Universiti Putra Malaysia	2003
Special Recognition Award, Chancellor College, UPM	Since 2001
Golden Key International Honour Society	2000
Award of Outstanding and Excellency in Leadership for MARA College	

WORKING EXPERIENCE

Field of Expertise : Marketing, Internet Marketing, e-Commerce/e-business, Management Information Systems (MIS), Tourism & Food Service Management, Strategic Marketing/Management, Operation Management, Event Management and Research Methodology

ACADEMIC/TEACHING EXPERIENCES :

Universiti Putra Malaysia, Serdang, Selangor

Teaching Assitant- Foodservice Information Systems (PMK4511)	2005
Teaching Assistant – Food Preparation Practical (FSM 3003)	2006
Teaching Assistant – Commercial Food Preparation (PMK 4507)	2006
Teaching Assistant – Operation Management in Food Industry(FSM 3601)	2006
Teaching Assistant – Operation Management in Food Industry(FSM 3601)	2007
Teaching Assistant- Information Systems in Food Industry (FSM 4401)	2007
Teaching Assistant – Undergraduate’s Seminar (PMK 4807)	2008
Teaching Assitant- Foodservice Information Systems (FSM 4401)	2013
Committee Member in Curriculum Development of new program (Bachelor Science of Foodservice Management)	2005-2008
Program Inkubasi Usahawantani-Fakulti Pertanian	
Teaching – Concept of Foodservice Business	2013
Teaching – Foodservice Management	
Teaching – Food Production and Commercial Event (A)	2013 & 2014
Teaching – Food Production and Commercial Event (B)	2013 & 2014
The University of Western Australia, Perth, Australia	
Tutor- Foundations of Electronic Commerce (EBUS 2205), Semester1	2013 & 2014

Tutor-Research Marketing (MKTG 3305), Semester1	2009
Tutor-Marketing Management (MKTG 2203), Semester1	2010
Tutor- Strategic Marketing (MKTG 3306), Semester2	2010
Tutor-Marketing Management (MKTG 2203), Summer School	2010
Tutor-Research Marketing (MKTG 3305), Semester1	2010
Tutor-Consumer Behavior (MKTG 2204), Semester2	2011
Tutor-Marketing Management (MKTG 2203), Semester 1	2011
Tutor- Marketing Research (MKTG 3305), Semester 1	2011
Assist in Postgraduate Unit Development: e-Business with Prof Jamie Murphy	2011
	2012
Australian School of Tourism and Hotel Management, Perth, Australia	2012
Lecturer- Information Systems for Tourism, Hospitality, & Event Management (MNG 00418)	2010
Murdoch University, Western Australia, Australia	
Assist in Postgraduate Unit Development: Quantitative Business Methods with Prof Jamie Murphy	
Invited Speaker- Lecture on Tourism Marketing for Unit Australia in Asia (FDN110)	2010
	2011
	2011
* Teaching Assistant-Collaborated on curriculum and conducted laboratory/tutorial exercises for undergraduates, and graded all written work, lab work, including final exam papers.	
International Journal of Hospitality Management (IJHM)-ISI/A Class Journal	
Paper Reviewer	2011 & 2014
Australian & New Zealand Marketing Academy (ANZMAC) Conference	
Session Chairman	2009
Czech Tourism Annual Conference 2012	
Invited & Plenary Speaker on Internet Marketing in Tourism	
2012	
3rd World Islamic Tourism Conference 2014	

**Invited & Plenary Speaker on Internet Marketing in Tourism
2014**

INDUSTRY EXPERIENCES :

Tourism Malaysia (HQ- Internet Marketing Department) 2010-2013

Researcher - Conducted research for Tourism Malaysia on Websites and Social Media Use

Tourism Malaysia (Perth Office) 2010, 2011 & 2012

Marketing Consultant-working closely with the office to develop their regional marketing strategies

BRILLIANT LIMOUSINE SDN BHD 2003 - 2007

Operational Manager and Freelance Driver

**The Federal Agriculture Marketing Authority (FAMA), Malaysia
2004**

Translator – Translate brochures on more than 100 Malaysian fruits and vegetables from Malay language to English.

**Palm Garden Hotel & Resort Putrajaya
2003 Dec 2002-March**

Banquet waiter

HAVI FOODS (M) SDN BHD June -Aug 2002

Internships –work at all sections in the company; includes Sales & Customer Service, Production, Management, Quality Control & Assurance, Logistic & Transportation; also responsible to help reviewed the HACCP and SOP for the factory.

BIJAK KINDERGARTEN Since 2003-Now

Consultant –Specifically responsible for promotion & marketing, also reviews the curriculum

POST OF RESPONSIBILITIES

**Staff Welfare and Sports Club of Faculty of Food Science and Technology, UPM 2014-
Now**
President

**Malaysian Postgraduate Students Association Western Australia (MyPSA WA) 2009-
2010**
President

Graduate School of Management Student Club (MSC) 2006 Committee <i>Member</i>	2005 -
Chancellor College, Universiti Putra Malaysia Non-Residential Fellow Provide as needed support in the development of undergraduate academic and social activities	2003 - 2004
Annual Convocation Universiti Putra Malaysia Master of Ceremony	2003-2006
10th ASEAN Food Conference 2007, Kuala Lumpur Committee Logistic Division	2007
Exploring UMAMI: The Fifth Taste Symposium, Kuala Lumpur Committee, Master of Ceremony	2007
Workshop and Colloquium on Writing and Publishing in International Journal Master of Ceremony	2007
Student's Highest Council in Chancellor College, University Putra Malaysia President	2002-2003

PUBLICATIONS AND PAPERS

Journal Publications:

1. **Ismail, A.F.**, Zorn, S.F., Boo, H.C., Murali, S., & Murphy, J. (2013). Information Technology Diffusion in Malaysia's Foodservice Industry. *Journal of Hospitality Tourism and Technology*, Vol. 4 (3), 2013, 1 - 12
2. **Ismail, A.F.**, Hashim, N.H., Gemignani, G., and Murphy, J. (2011). Leapfrogging and Internet Implementation by Tourism Organizations. **Journal of Information Technology and Tourism (JITT)** 13(3), 177-189, Austria.
3. Boo, H.C., **Ismail, A.F.**, and Saad, N.H.M. (2008). Effect of service recovery strategy on consumers' perception of justice: a multicultural perspective in Malaysia. **Revue Tourisme** (October), pp. 69-78. Toulouse, France.

Book Chapters:

1. Scaglione, Miriam; **Ismail, Ahmad Fareed**; Trabichet, Jean-Philippe; and Murphy,
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-
- Jamie (2010). An Investigation of Leapfrogging and Web 2.0 Implementation, Gretzel, Ulrike (editor); Law, Rob (editor); Fuchs, Matthias (editor); [Information and Communication Technologies in Tourism 2010](#), 441-454, Austria: SpringerWien New York.
2. **Ismail, Ahmad Fareed**; Sambasivan, Murali; Chern, Boo Huey and Murphy, Jamie (2009). Adoption of Back-of-house Information Technology in Malaysia's Foodservice Industry, In Carlsen, Jack (editor); Hughes, Michael (editor); Hones, Kristen (editor); Jones, Roy (editor); [See Change: Tourism and hospitality in a dynamic world](#), 1414-1434, Fremantle, WA: Curtin University of Technology
 3. **Ahmad Fareed Ismail**, Syed Abd. Kadir ALSagoff, Murali Sambasivan, and Boo Huey Chern. (2007). Adoption of Information Technology in the foodservice industry: A diffusion innovation perspective. [In Readings on Tourism and Hospitality \(Vol.1\)](#), pp. 233-246. Kedah, Malaysia: UUM Publisher.

Refereed conference presentations:

1. Salleh, Salmalina; Hashim, Noor Hazarina; Murphy, Jamie and **Ismail, Ahmad Fareed** (2014) "Instagram on smartphone: The influence of photo cues and source credibility on restaurant selection intention" at 12th Asia Pacific CHRIE Conference ([APacCHRIE 2013](#)), Sunway, Malaysia, May
2. **Ismail, A.F.**, & Murphy, J. (2013). Facebook Fan Page Diffusion Measures. at the 2nd *World Research Summit on Tourism and Hospitality: Crossing the Bridge*. Orlando, Florida, December 2013
3. **Ismail, Ahmad Fareed**, Budd, Daniel and Murphy, Jamie (2013) "Reliable Website and Facebook Fan Page Diffusion Measures" at the World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013 ([WHTER&ICES 2013](#)), Bangkok, Thailand, May
4. **Ismail, Ahmad Fareed**; Yee, Lee Sing; and Abu Bakar, Fatimah (2013) "Familiarity and Intention to Use Online Food Shopping Services among University Students in Klang Valley, Malaysia" at the World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013 ([WHTER&ICES 2013](#)), Bangkok, Thailand, May
5. Budd, Daniel; **Ismail, Ahmad Fareed**, and Murphy, Jamie (2013) "Comparing Australian and Malaysian Destination's Internet Diffusion" at the 2013 Academy of Marketing Science ([AMS](#)) Annual Conference, Monterrey, Canada, May
6. **Ismail, Ahmad Fareed** and Murphy, Jamie (2013) "National Tourism Office Website and Facebook Fan Page Diffusion" at the 11th Asia Pacific CHRIE Conference ([APacCHRIE 2013](#)), Macau, May
7. **Ismail, Ahmad Fareed**; Ornelas, Ricardo Aguado; and Murphy, Jamie (2012) "Developing Country NTO Websites: Leapfrogging from Stakeholders Perspectives" at the Inaugural Travel and Tourism Research Association-Asia Pacific ([TTRA-APac](#)), Sunway, Selangor, Malaysia, November

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8. **Ismail, Ahmad Fareed**; Ornelas, Ricardo Aguado; and Murphy, Jamie (2012) "National Tourism Organization Websites: Leapfrogging and Web Performance" at the Inaugural Travel and Tourism Research Association-Asia Pacific ([TTRA-APac](#)), Sunway, Selangor, Malaysia, November
 9. Ogle, Alfred; and **Ismail, Ahmad Fareed** (2012) "Hotel Property Management System Guests' Name Field Architecture: Implications of Service Encounter Personalisation on Non-Western Guests" at the Inaugural Travel and Tourism Research Association-Asia Pacific ([TTRA-APac](#)), Sunway, Selangor, Malaysia, November
 10. Hashim, Noor Hazarina, **Ismail, Ahmad Fareed**, and Syed-Ahmad, Sharifah Fatimah (2011) "Unified Nation Destination Brand: The Use of Photos as Visual and Slogan as Verbal Cues in Online Destination Branding" at the World Research Summit for Tourism and Hospitality, Hong Kong, December
 11. Doan, Yean; Eliseyeva, Nadezhda; and **Ismail, Ahmad Fareed** (2011) "Implementation of Revenue Management: core concepts in hotels of Western Australia" at the 2nd International Research Symposium in Service Management, Yogyakarta, Indonesia, July
 12. **Ismail, Ahmad Fareed**; Eliseyeva, Nadezhda and Murphy, Jamie (2011) "Tourism Malaysia Leapfrogging or following website fads and fashions?" at the 9th Asia Pacific CHRIE (APacCHRIE 2011) Conference, Hong Kong, June
 13. Syed-Ahmad, Sharifah Fatimah; **Ismail, Ahmad Fareed**; Pengiran-Kahar, Dayangku Ida Nurul-Fitri and Murphy, Jamie (2011) "Flickring Arab destinations: Examining Muslim travel photos and audience response," at the 9th Asia Pacific CHRIE Conference, Hong Kong, June
 14. **Ismail, Ahmad Fareed**, Qi, Shan Shan; Law, Rob; and Murphy, Jamie (2010) "Information Technology Studies in Tourism Journals," at the 8th Asia Pacific CHRIE Conference, Phuket, Thailand, August
 15. **Ismail, A.F.**, Weber, J., Schegg, R., & Murphy, J. (2010). "The adoption of mobile guides in hiking and cycling tourism," at the 8th Asia Pacific CHRIE Conference, Phuket, Thailand, August
 16. Scaglione, Miriam; **Ismail, Ahmad Fareed**; Trabichet, Jean-Philippe; and Murphy, Jamie (2010) "An Investigation of Leapfrogging and Web 2.0 Implementation" at the [ENTER 2010](#), Lugano, Swiss, February
 17. **Ismail, Ahmad Fareed**; Hashim, Noor Hazarina; Schegg, Roland and Murphy, Jamie (2009) "Internet Implementation Leapfrogging and Website Performance," at the [Australian & New Zealand Marketing Academy Conference](#), Melbourne, December.
 18. **Ismail, Ahmad Fareed**; Sambasivan, Murali; Chern, Boo Huey and Murphy, Jamie (2009) "The Diffusion of Information Technology Applications in Malaysia's Foodservice Industry," at the [Australian & New Zealand Marketing Academy Conference](#), Melbourne, December.
 19. Zorn, Steffen; **Ismail, Ahmad Fareed** and Murphy, Jamie (2009) "Acquisition Methods and Customer Lifetime Value," at the [Australian & New Zealand Marketing Academy Conference](#), Melbourne, December.
 20. Syed-Ahmad, Sharifah Fatimah; Klobas, Jane E., **Ismail, Ahmad Fareed** and Murphy, Jamie (2009) "Pictures on the Web: Normative Photo Sharing with Friends and Travellers," at the [Australian &](#)
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[New Zealand Marketing Academy Conference](#), Melbourne, December.

21. Syed-Ahmad, Sharifah Fatimah; Hashim, Noor Hazarina, **Ismail, Ahmad Fareed** and Murphy, Jamie (2009) "Travel Word of Mouth Norms on User-Generated Content Sites," [The 7th Asia-Pacific CHRIE Conference](#), Singapore, 28-31 May.
22. **Ismail, Ahmad Fareed**; Sambasivan, Murali; Chern, Boo Huey and Murphy, Jamie (2009) "Adoption of Back-of-house Information Technology in Malaysia's Foodservice Industry," [CAUTHE 2009](#), February, Fremantle, Australia.
23. **Ismail, A. F.**, Alsagoff, A. K., Boo, H. C., & Sambasivan, M. (2008). "Adoption of front-of-house information technology application among foodservice companies in Malaysia: An empirical investigation," [6th Asia Pacific CHRIE Conference](#), Perth, Australia, 21-24 May.
24. **Ismail, A. F.**, Alsagoff, A. K., Boo, H. C., & Sambasivan, M. (2007) "Factors influencing adoption of front-of-house information technology application: The case of foodservice industry in Malaysia," [the 10th ASEAN Food Conference](#), Kuala Lumpur, Malaysia, 21-23 August.
25. Boo, H. C., **Ismail, A. F.**, & Fatimah, U. (2007). A multi-cultural perspective of service recovery strategy and its effects on consumers: perceived justice and post-recovery satisfaction. 5th Asia Pacific CHRIE & 13th Asia Pacific Tourism Association Joint Conference, Beijing, China, 23-27 May.
26. Boo, H. C., **Ismail, A. F.**, & Saad, N. H. M. (2006). Effectiveness of service recovery strategy on consumers? Perceived justice: A multi-cultural perspective in Malaysia. The Asia-Euro Conference, Kuala Lumpur, Malaysia. 9-10 November.
27. **Ismail, A. F.**, Alsagoff, A. K., Boo, H. C., & Sambasivan, M. (2005). Adoption of information technology in foodservice industry: A diffusion innovation perspective. The International Conference on Tourism and Hospitality, Penang, Malaysia. 28-29 November.

Non-refereed Conference presentations

1. **Ismail, Ahmad Fareed**; Ornelas, Ricardo Aguado; and Murphy, Jamie (2012) "Developing Country NTO Websites: Leapfrogging from Stakeholders Perspectives" at the 62nd Association Internationale D'Experts Scientifiques Du Tourisme/ International Association of Scientific Experts in Tourism ([AIEST](#)) Conference 2012, Khon Kaen, Thailand, August 2012
 2. **Ismail, Ahmad Fareed** (2012) "Tourism Organizations: Internet Leapfrogging and Evolution" at the Inaugural Young Researcher Workshop held in conjunction with the 62nd Association Internationale D'Experts Scientifiques Du Tourisme/ International Association of Scientific Experts in Tourism ([AIEST](#)) Conference 2012, Khon Kaen, Thailand, August 2012
 3. **Ismail, Ahmad Fareed** and Murphy, Jamie (2011) "Tourism organizations: Internet leapfrogging and evolution" at the 2nd Graduate Research Colloquium in Hospitality and Tourism held in conjunction with the 5th ICE International Panel of Experts (IPoE) Forum 2011, Sunway, Malaysia, November 2011
 4. **Ismail, Ahmad Fareed**, Qi, Shan Shan; Law, Rob; and Murphy, Jamie (2009) "Information
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Technology Studies in Tourism Journals," at [The 2nd Arab International E-Tourism & E-marketing Conference](#) Egypt, December

5. **Ismail, Ahmad Fareed**; Murphy, Jamie; and Ahmed, Mustafa Faisal (2009) "Leapfrogging and Web Implementations by Tourism Organizations" at [The 2nd Arab International E-Tourism & E-marketing Conference](#) Egypt, December
 6. Scaglione, Miriam; **Ismail, Ahmad Fareed**; Schegg, Roland; and Trabichet, Jean-Philippe (2009) "Web 2.0 Implementation: A Comparison of Tourism vs Online Newspapers," at [The 2nd Arab International E-Tourism & E-marketing Conference](#) Egypt, December
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WORKSHOPS/SEMINARS ATTENDED

2013

- Bengkel Persediaan Kertas Soalan Peperiksaan, UPM (January)
- Workshop from IDEC on New UPM Websites Interface (March)
- Bengkel Hala Tuju Penyediaan Graduan Pertanian Dalam Pembangunan Negara, Palm Garden Hotel and Resorts, KL (April)
- Seminar and Talk by Professor Dr. Peter Jones at UPM, Serdang (April)

2012

- Research Workshop: Getting Published As An Early Career Researcher At ECU Business School (January)
- GREAT Workshop-Writing Skills for ESL Postgraduates (March)
- GREAT Workshop-Paragraph On Paper: Thesis Writing Seminars (March)
- GREAT Workshop-Words On Paper: Being Original (March)
- Murdoch Business School Research Day (March)
- GREAT Workshop-Paragraph On Paper: Thesis Writing Seminars (March)
- GREAT Workshop- Reading & Note Making (April)
- International Association of Scientific Experts in Tourism (AIEST) 62nd Conference in Khon Kaen, Thailand (August-September)
- AIEST Young Researcher Workshop (August –September)
- Tourism Czech Annual Conference- Invited Speaker and delivered a talk on "*Tourism Organisations and Internet Implementation*" (November)
- Inaugural Tourism and Travel Researcher Associations (TTRA) Chapter Asia Pacific (Nov-Dec)

2011

- Special Talk by Prof. Keith Hollinshed from University Bedsfordshire on Tourism & the Fantasmatics of People, Places & Pasts, Australian School of Tourism and Hospitality Management Perth, Australia (March 2011)
 - Dialog session with the Director of Education Malaysia Australia, Perth, Australia (March 2011)
 - 3rd Annual General Meeting for Malaysian Postgraduate Association Western Australia (MyPSA WA), Murdoch University, Australia (March 2011)
 - **Dialog session with the** Country Head of Google Malaysia, Mr. Sajith Sivanandan-Organised by the Young Corporate Malaysians, Kuala Lumpur, Malaysia (April 2011)
 - 9th Asia Pacific CHRIE Conference, Hong Kong (June 2011)
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- Midyear Orientation for Higher Degree Research Students at Murdoch University, Australia (August 2011)
 - 2nd Multidisciplinary Conference from the Murdoch University Post-Graduate Student Association (MUPSA), Australia (September 2011)
 - “Managing Your Candidature - Year 3: Submitting” Workshop, Murdoch University, Australia (October 2011)
 - Dialog session with Universiti Utara Malaysia Academics Delegation, Perth, Australia (November 2011)
 - 5th The-ICE International Panel of Experts (IPoE) Forum 2011 at Taylor’s University, Malaysia (November 2011)
 - 2nd Graduate Research Colloquium (GRC) in Hospitality and Tourism at Taylor’s University, Malaysia (November 2011)

2010

- Introduction to University Teaching (IUT) workshop, UWA, Australia (February 2010)
- Public Lecture by Lee Hunter, Head of Consumer and Partner Marketing; YouTube UWA, Australia (March 2010)
- Follow up sessions for IUT Workshop, UWA, Australia (March-June 2010)
- Courageous Conversations Workshop, UWA, Australia (March 2010)
- Research/writing Skills for Arts, Humanities and Social Sciences, UWA, Australia (April 2010)
- Participated in “Three Minute Thesis Competition”-Contestant was asked to tell the audience in 3 minutes on contestant’s PhD research, UWA, Australia (June 2010)
- Academic Coffee Session (ACS) organized by Malaysian Postgraduate Students’ Association (MyPSA WA) (June & October 2010)
- The E-Business & Society Forum, UWA, Australia (August 2010)
- 8th Asia Pacific CHRIE Conference 2010 at Phuket Island, Thailand (August 2010)
- Attended Western Australia Premier Special Talk at Business School, UWA, Australia (September 2010)
- 21st Dinner for Australian School of Tourism and Hospitality Management, Perth, Australia (November 2010)
- Program “ Membina Negarabangsa-Pelajar Malaysia Western Australia” –Organised by Education Malaysia Australia, Perth, Australia (November 2010)
- Microsoft Office 2010 Workshop, UWA, Australia (December 2010)

2009

- Council of Australian University Tourism and Hospitality Education (CAUTHE) Conference 2009, Fremantle, Western Australia (February 2009)
 - Introduction to Statistic Workshop, UWA, Australia (February 2009)
 - “Psychological Methods 1: Analysis of Complex Data-PSYC 7418” Unit, UWA, Australia (February – June 2009)
 - E-Marketing Unit (Audit), UWA, Australia (February – June 2009)
 - Professional Development Program for New Staff, Business School, UWA, Australia (February 2009)
 - Workshops on Learning Language and Research Skills, UWA, Australia (February-May 2009) :
 - Grammar clinics (sentence essentials, punctuation & passives, articles)
 - Critical analysis
 - Academic writing (essay basics, writing essentials, assignment techniques)
 - Referencing
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- Study skills (active learning, avoid procrastination, taking notes from reading, understanding Aussie slang)
 - Seminar “Balanced Researcher” by Dr Maria Gardiner and Mr Hugh Kearns from Flinders University, UWA, Australia (June, 2009)
 - Seminar “Turbocharged your writing”, UWA, Australia (June, 2009)
 - Buyer behaviour and Decision Making-MKTG 8406” Unit (Audit), UWA, Australia (July-October 2009)
 - Seminar on “How to Write a World Class Paper” by Professor Peter LaPlaca, *Editor-in-Chief of the Industrial Marketing Management and has served on the editorial review boards of The Journal of Marketing Education, High Technology Marketing Review, and the Journal of Pricing Management.* UWA, Australia (August, 2009)
 - Workshop on “Principles of Academic Writing”, UWA, Australia (September, 2009)
 - “Academic Writing in Practice” seminar, UWA, Australia (October, 2009)
 - Workshop on “Introduction to Structural Equation Modelling Using AMOS”, School of Mathematics and Statistics, UWA, Australia (November, 2009)
 - ANZMAC 2009 Doctoral Colloquium, Melbourne, Australia (November, 2009)
 - The Australian & New Zealand Marketing Academy (ANZMAC) Conference 2009, Melbourne, Australia (November, 2009)

2008

- 6th APaCHRIE Conference 2008, Perth, Australia (May 2008)
- Workshop on Academic Article Writing-Pan Pacific Hotel, KLIA, Sepang (June 2008)
- Seminar on Malaysian Food Security, Putrajaya (July 2008)
- SAS Forum 2008, Kuala Lumpur Convention Center, Kuala Lumpur (July 2008)
- EndNote Workshop by Reid Library, UWA (December 2008)
- Statistical Clinic on Factor Analysis, UWA (December 2008)

2007

- Workshop SAS 15.0 for Windows (Jan 2007)
- Hospitality Forum 2007, Selangor (Mac 2007)
- 10th ASEAN Food Conference 2007, Kuala Lumpur (August 2007)
- Exploring UMAMI: The Fifth Taste Symposium, Kuala Lumpur (August 2007)
- British Education Seminar and Exhibition-BESKL (November 2007)

2006

- Pacific-Asia Conference on Information Systems-PACIS, Kuala Lumpur (June 2006)
- Asia-Euro Tourism, Culture and Gastronomy Conference 2006, Selangor (November 2006)

2005

- Graduate School of Management Corporate Strategy Simulation (Jan 2005)
 - Workshop on “Publishing in Hospitality and Tourism Journals” Pre-Conference Workshops at
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3rd APacCHRIE Conference, Kuala Lumpur (May 2005)

- National Conference on Management of Technology and Technology Entrepreneurship-MOTTE, Johor Bharu (May 2005)
- International Conference on Tourism and Hospitality 2005, Penang (November 2005)

LANGUAGES

Malay – native language

English – speak and read/write

Italian – beginner

REFEREES

PROF. DATO' DR. MOHD YAZID ABD MANAP

Dean

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PROFESSOR DR. JAMIE MURPHY

Lead Academic, The Google Online Marketing Challenge

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Western Australia 6000

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ASSOCIATE PROF. DR. BOO HUEY CHERN

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Department of Food Service and Management

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