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MALAYSIA

dining experience | dinescape | themed restaurant | f&b service | restaurant | management | consumer behavior | marketing | qualitative research | nvivo

SENIOR LECTURER

Farah Adibah Che Ishak

EDUCATION

2016 **Royal Holloway University of London, UK**
Doctor of Philosophy (PhD) in Human Geography
Department of Geography
Thesis title: *Staging the experience economy: Theme restaurants in Klang Valley, Malaysia*

2010 **Universiti Teknologi MARA (UiTM)**
Master of Science (MS) Foodservice Management
Faculty of Hospitality and Tourism Management
Thesis title: *Socio-demographic factors related to the dining out behavior in Malaysia*

2007 **Universiti Teknologi MARA (UiTM)**
Bachelor of Science (Hons) Foodservice Management
Faculty of Hospitality and Tourism Management

2004 **Perak Matriculation College**
Matriculation Certificate (Science Biology)

2002 **Sultan Sulaiman Secondary School**
PMR, SPM

EMPLOYMENT

Present 01.12.2016 **Universiti Putra Malaysia**
Senior Lecturer
Department of Foodservice Management
Faculty of Food science & Technology, UPM

30.11.2016 03.05.2011 **Universiti Putra Malaysia**
Tutor
Department of Foodservice Management
Faculty of Food science & Technology, UPM

20.04.2011 01.01.2008 **Universiti Teknologi MARA (UiTM)**
Lecturer
Faculty of Hospitality and Tourism Management
UiTM Terengganu

12.2007 08.2007 **Kolej Yayasan Terengganu (KYT)**
Lecturer
Faculty of Hospitality and Tourism Management

PUBLICATIONS

JOURNAL

Farah Adibah Che Ishak, Muhamad Ariff Nordin, Hazrina Ghazali, Ungku Fatimah Ungku Zainal Abidin & Ainul Zakiah Abu Bakar (2018). The Utilization of Social Media as A Marketing Tool in Food Truck Business. *International Journal of Accounting, Finance, and Business (IJAFB),* Vol 3(13), pp. 117-124.

Mohd Nazri Abdul Raji, Shahrim Abdul Karim, Mohd Mursyid Arshad, **Farah Adibah Che Ishak** (2018). Community Development through Food Tourism: Exploring the Utilization of Local Food as Community Development at Rural Destination in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 8(10), pp. 937–951.

Siti Fatimah Mohamad, Mohammad Nazrin Osman, **Farah Adibah Che Ishak** (2018). Exploring the Competencies Perceived by the Hospitality Undergraduates in Public and Private Universities. *International Journal of Academic Research in Business and Social Sciences*, 8(15), pp. 331–349.

Hazrina Ghazali, Nur Nadirah Mohd Nasir & **Farah Adibah Che Ishak** (2018). A Relationship between Job Stressor towards Employee's Intention to Leave a Job: A Case of Casual Dining Restaurant in Klang Valley, Malaysia. International Journal of Modern Trends in Social Sciences, 1 (2), 1-8.

Suhailah Abdul Ghafar Rahman, Shahrim Abdul Karim, **Farah Adibah Che Ishak**, Mohd Mursyid Arshad (2018) Understanding the Young Generations' Preference towards Malay Traditional Food in Malaysia. *Journal of Tourism, Hospitality and Environment Management*, 3(9), pp. 42–57.

Farah Adibah Che Ishak, Philip Crang, Shahrim Abdul Karim (2017) Material management in themed restaurants: Inspiring the experience economy. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, Vol 9 (2), pp. 2590-3837

Farah Adibah Che Ishak, Philip Crang, Shahrim Abdul Karim. Addressing the experience economy: Innovations in Staging the Themed Restaurants. (Accepted and will be published in SCOPUS indexed Journal 2018)

Mohd Nazri Abdul Raji, Shahrim Abdul Karim, **Farah Adibah Che Ishak**, Mohd Mursyid Arshad (2017) Past and present practices of the Malay food heritage and culture in Malaysia. *Journal of Ethnic Foods*, Vol 4 (4) pp.221-231

Mohd Nazri Abdul Raji, Shahrim Abdul Karim, Farah Adibah Che Ishak, Mohd Mursyid Arshad (2017) Utilizing local food product at rural destination. *International Journal of Academic Research in Business and Social Sciences*, Vol 7 (12) pp.118-126

PROCEEDINGS

Farah Adibah Che Ishak, Siti Nur Aimi Mohamed Asseri, Fatimah Abd Ghani, Norzaidah Ngali (2018) The Survivability of Themed Restaurants In Malaysia, 1st International Conference on Sustainability, Technology and Business (ICSTB 2018), Melaka, Malaysia

Farah Adibah Che Ishak, Wan Nor Shahiera Akiella Wan Mohamad Nor, Haslina Che Ngah, Mohamed Norisaifulruddin Mohd Bakri (2018) The Utilization Of Dinescape Elements In Designing Themed Restaurant's Ambiance, International Conference On Global Business and Social Sciences (ICGBSS 2018), Putrajaya, Malaysia

Siti Fatimah Mohamad, Mohammad Nazrin Osman, **Farah Adibah Che Ishak** (2018) Exploring the competencies perceived by the hospitality undergraduates in public and private universities, 4th International Hospitality and Tourism Conference 2018, Kuala Lumpur.

Wannasiri Wannasupchue, Mohhidin Othman, **Farah Adibah Che Ishak**, Ungku Fatimah Ungku Zainal Abidin & Siti Fatimah Mohamad (2018) A Conceptual Paper for Development of Halal Food Service System in Thailand, 2018 International Symposium on Business and Management (ISBM 2018), Osaka, Japan.

Hazrina Ghazali, Nur Nadirah Mohd Nasir, **Farah Adibah Che Ishak** (2018) The Role Of Job Stressor Towards Employee's Intention To Leave A Job: A Case Of Casual Dining Restaurant In Klang Valley, Malaysia, 2nd International Conference on Business, Tourism and Technology (ICBTT 2018), Melaka, Malaysia

Mohd Nazri Abdul Raji, Shahrim Abdul Karim, **Farah Adibah Che Ishak**, Mohd Mursyid Arshad (2017) Mobilizing the Role of Local Foods in Rural Destination: Opportunities and Challenges in Community Development. *GRADUATE RESEARCH IN EDUCATION SEMINAR (GREduc) 2017: Promoting Research Culture Excellence in Education and Human Resource Development,* Malaysia.

Farah Adibah Che Ishak, Philip Crang (2015) The Material Management of the Restaurant Experience: The Application of DINESCAPE in Themed Environment, *European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE),* Manchester, UK.

Farah Adibah Che Ishak, Ali Mohd. Noor (2010) Socio-demographic Factors Affecting Dining Out Trends in Malaysia, Pro*ceeding of Science, Technology and Social Science (STSS)* Regional Seminar, UiTM Pahang.

CHAPTER IN BOOK

Farah Adibah Che Ishak, Noor Azira Abdul Mutalib, Nurul Hanisah Juhari, Ainul Zakiah Abu Bakar (2018) Please Have a Seat. In Zaman, F.Q. & Razak, M. A. (Eds.), Nature's Yield and Wonders of Art (NYAWA) 18: Earth to Sky (28-29). Malaysia: Universiti Putra Malaysia Press.

ARCHIEVED EXHIBITION

Farah Adibah Che Ishak, Noor Azira Abdul Mutalib, Nurul Hanisah Juhari, Ainul Zakiah Abu Bakar (2018) *Please Have a Seat*. Nature's Yield And Wonders of Art (NYAWA) 18 : Earth to Sky. Galeri Serdang, Universiti Putra Malaysia

RESEARCH PROJECTS

Project Title	Role	Duration	Source of fund	Status
Themed Restaurant In Malaysia: Staging Memorable Dining Experience And Its Challenges	Project Leader	2019-2020	UPM Putra IPM (RM39897.00)	Ongoing
Understanding Role of Local Food Products in Developing Tourism Destination: A Case Study of the Lenggong Valley World Heritage Site	Co-researcher	2018-2020	UPM Putra IPS (RM21600.00)	Ongoing

SUPERVISIONS

NAME OF STUDENTS	RESEARCH TITLE	ROLE	YEAR
PhD			
Mohd Nazri Bin Abdul Raji (GS46808)	Mobilizing Role of Local Food Products in Destination Marketing: The Case of the Perak's Lenggong Valley, Malaysia	Co-supervisor	2016-Cureent
Suhailah Abdul Ghafar Rahman (GS47545)	Mother's Role in Sustaining Malay Traditional Food	Co-supervisor	2016-Current
Wannasiri Wannasupchue (GS47953)	Exploring the readiness of food service outlets in Northeastern Thailand towards establishing Halal Food Service System	Co-supervisor	2016-Current
Norsyahidah bt Ismail (GS48419)	Safeguarding Malay Traditional Food Products among the Malay Small-Medium Enterprise (SME) in Johor, Malaysia	Co-supervisor	2017-Current
Master			
Nur Nadirah Binti Mohd Nasir (GS47503)	Factors Influence Intention to Leave Among Casual Dining Restaurant Employees in Klang Valley, Malaysia	Co-supervisor	2016-Current
Bachelor			
Norhabibah binti Mazlan (181831)	Issues and Challenges in Managing Themed Restaurants in Klang Valley, Malaysia	Main supervisor	2018-19
Nur Amira Ashiqin Binti Zainun (184723)	The fun and facts of dining experience	Main supervisor	2018-19
Amirah Binti Mohamad Sah (181651)	The Utilization of Social Media as an Effective Search Engine among Foodie	Main supervisor	2018-19
Irene Sesilia binti Ros (185428)	The Utilization of Social Media as a Marketing Tool in Restaurant Business	Main supervisor	2018-19
Izzah Nadiah Bt Hj Zakaria (186017)	Customer perception and acceptance of themed restaurant	Main supervisor	2017-18
Muhamad Ariff B Nordin (176610)	Social media as marketing tool in foodtruck business	Main supervisor	2017-18
Nurul Amira Bt Noor Azman (180186)	Social Media Influence towards Customer Visit Intention	Main supervisor	2017-18
Siti Nur Aimi Bt Mohamed Asseri (180048)	Sustaining Themed Restaurant	Main supervisor	2017-18
Wan Nor Shahiera Akiella Bt Wan Mohamad Nor (176905)	Restaurant's Ambiance and Its Affect Towards Customer Dining Experience	Main supervisor	2017-18
Abdullah Ariffin bin Mohamad Akhir	Food Trucks in Klang Valley and Their Impacts Towards Malaysian Food Tourism	Main supervisor	2016-17
Khoi Zi Shen	Heritage Food Trail: The Case of Sabak Bernam	Main supervisor	2016-17
Nuradilah Binti Mohamad Rosli	Establishing Lenggong As A Well-Known Food Heritage Area	Main supervisor	2016-17
Nurul Huda binti Musa	Tourist dining out behavior at Johor Bahru	Main supervisor	2016-17
Shazlin Lianis binti Shuib	The sustainability of food heritage: The case in Langkawi	Main supervisor	2016-17
Siti Kalsom Binti Hisham	Discovering of food heritage in Batu Pahat	Main supervisor	2016-17

COURSES THAUGHT

	CODE	COURSES
CURRENT EMPLOYMENT	FSM4504	Design and Layout for Foodservice Facilities
	FSM4704	Beverage and Bar Management
	FSM4702	Food and Beverage Management
	FSM3401	Restaurant Services
	FSM4901	Internship
	FSM3303	Fundamental Laboratory for Food Preparation
	FSM3501	Menu Development
	FSM4702	Food and Beverage Management
	FSM4901	Internship
	FSM3401	Restaurant Services
PREVIOUS EMPLOYMENT	HTM 120/HTM130	Introduction to Hospitality and Tourism Industry
	HTF 110	Food Hygiene
	HTT 127	Introduction to MICE
	HTT 167	Principal of Tourism
	HTT 160	Customer Service
	HTF 255/HTT327	Cultural Studies/ Cross Cultural Studies
	HTF 245	Food and Beverage Service (Practical)
	HTH 363	Hospitality Customer Service

AWARDS

	NAME OF AWARDS	AWARD AUTHORITY
2018	Best Paper Award	4th International Hospitality and Tourism Conference 2018
2017	Best Paper Award (Overall)	UiTM/2nd Hospitality and Tourism Conference (HTC) 2017
2012 - 2016	SLAB/SLAI Scholarship	Ministry of Higher Education Malaysia.
2008 - 2010	Dean's List 3rd Semester	UiTM / Faculty of Hotel and Tourism Management, UiTM
2004 - 2007	Dean's List 2nd Semester	UiTM / Faculty of Hotel and Tourism Management, UiTM

ROLES AND RESPONSIBILITIES

2019
Auditor UPM bachelor programme for acreditation
Committee UPM website

2018
Auditor UPM master programme for acreditation
Head Social Division for the International Food Research Conference 2019
Head Protocol Committee for the Innovation Day of Student's Menu of the Bachelor Science (Foodservice Management)
Reviewer Journal of Hospitality and Society
Comittee Bachelor Science of Foodservice Management Curriculum Review
Comittee FSTM Summer Programme (2019-2020)
Comittee MoU UPM-Cornell University
Committee Enhancing Employability Program for the FSTM Graduates (2018 – 2020)
Committee"Program Jalinan Kasih bersama Rumah Kebajikan dan Bimbingan At-Taqwa"
Embassador UPM for National Higher Education Carnival
Committee for the Branding and Promotion FSTM
Moderator International Conference on Sustainability, Technology and Business (ICSTB 2018)
Head Entrepreneurship Bureau for Welfare and Sport Club FSTM
Academic advisor FSTM undergraduates

2017
Committee Branding and Promotion FSTM
Committee Social Division for the International Food Research Conference 2017
Committee Massive Open Online Courses (MOOCs)
Reviewer for the International Food Research Conference
Expert Panel L'apprenti Consultant (Restaurant)
Expert Panel Research in Restaurant Management
Committee for the Commercialization of the L'Apprenti Food Complex
Speaker ASPer TOWARDS INDUSTRY 4.0 Program
Academic advisor FSTM undergraduates