



SITI NURHAYATI KHAIRATUN

CONTACT

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AREA OF RESEARCH INTERESTS

- Food Tourism
- Food + Education
- Food Regulatory & Policy
- Food Crime Management
- Food Business Management

EDUCATION

Iowa State University, USA
PhD in Hospitality Management; minor in Food Sciences

Universiti Teknologi MARA (UiTM) Shah Alam Campus
Master in Gastronomy

Universiti Teknologi MARA (UiTM) Shah Alam Campus
Bachelor of Science in Culinary Arts Management

International Islamic University Malaysia, Gombak Campus
LL. B (Hons)

WORK EXPERIENCES

Universiti Putra Malaysia, Serdang Campus
Senior Lecturer [June 2018 - present]

Iowa State University, USA
Teaching Assistant [Aug 2015 - Dec 2017]

Sole Proprietor & Culinary Instructor [Jan 2005 – Dec 2013]

Advocate & Solicitor [1999 - Dec 2004]

TEACHING EXPERIENCES

Universiti Putra Malaysia, Serdang Campus

Courses

- Fundamental laboratory for food preparation
- Theory on food preparation
- Food service industrial law
- Contract & franchise in food service

Subtopics

- Wastewater management in Malaysia: An overview of its regulations & policies
- Trade descriptions practices in foodservice industry
- Food industry in Malaysia: Licensing & certification

Iowa State University, USA

Subtopics

- Hospitality sanitation & safety practices
- Global food safety & security

Various Government Agencies & Private Sectors

Public culinary classes

- Western cuisine
- Malay cuisine
- Bread & pastry

PROFESSIONAL AFFILIATIONS

Qualitative Research Association of Malaysia

Life Member

American National Restaurant Association

Certified Servsafe Instructor & Proctor (2016-2020)

American Hotel & Lodging Educational Institute

Certified Hospitality Educator (CHE)

High Court of Malaya

Advocate & Solicitor (not practicing)

CERTIFICATIONS

Graduate College, Iowa State University, USA

Food Safety & Defense Graduate Certificate

Graduate College, Iowa State University, USA

Graduate Certificate in Instructional Design

Graduate College, Iowa State University, USA

Graduate Student Teaching Certificate

Center for the Integration of Research, Teaching & Learning, Iowa State University, USA

Certificate in Developing a Teaching Portfolio

EDITORIAL WORKS

2021

Article Reviewer

- (IJCHM-10-2021-1223) International Journal of Contemporary Hospitality Management
- (IJCHM-08-2021-1068) International Journal of Contemporary Hospitality Management
- (676-3334-1-SV) Pakistan Journal of Phytopathology
- (47591) ASEAN Journal on Hospitality and Tourism
- (COGENTBUSINESS-2021-0108R2) COGENT Business & Management
- (519-1 and 520-1) IJUM International Journal Case Study Management
- (JFST-D-21-00051) Journal of Food Science & Technology

Abstract Reviewer

- (227) Hawaii University International Conference 2021

2020

Article Reviewer

- (14122) Asean Journal on Hospitality and Tourism
- (BFJ-03-2020-0267 and BFJ-09-2020-0849) British Food Journal
- (237 and 263) SEISENSE Journal of Management
- (IJCHM-08-2019-0738) International Journal of Contemporary Hospitality Management

Abstract Reviewer

- (103 and 106) Hawaii University International Conference 2020

2019

Abstract Reviewer

- (IFRC 2019: 014-061) 2nd International Food Research Conference 2019

PUBLICATIONS

Khairatun, S. N. (2021). Evaluating level of awareness of food terrorism activities among consumers in Klang Valley, Malaysia. In Khairatun, S.N., Abu Bakar, A.Z., Abdul Mutalib, N.A., & Abidin, U.F.U.Z. (Eds). Handbook of research on food safety practices in the restaurant industry (1st ed.). IGI Global. [pending publication]

Khairatun, S. N., & Nuzla, F. (2021). Assessing consumers awareness and opinion toward food safety practices and policy in the Maldives. In Khairatun, S.N., Abu Bakar, A.Z., Abdul Mutalib, N.A., & Abidin, U.F.U.Z. (Eds). Handbook of research on food safety practices in the restaurant industry (1st ed.). IGI Global. [pending publication]

Khairatun, S. N. (2021). The impact of COVID-19 on public policy in Malaysia: Insights from the loan moratorium and the hospitality. In Lim, W.M., Kaur, S., & Cheong, H.F. (Eds). COVID-19, business, and economy in Malaysia: Retrospective and prospective perspectives (1st ed.). Routledge. <https://doi.org/10.4324/9781003182740>.

Ahmad, N.N, & Khairatun, S.N. (2021). Exploring fraudulent honey cases from readily available food fraud databases. *GATR Global Journal of Business and Social Science Review*, 9(2): 99 – 113. [https://doi.org/10.35609/gjbssr.2021.9.2\(1\)](https://doi.org/10.35609/gjbssr.2021.9.2(1))

Ahmad, N. N., Khairatun, S. N., & Abidin, U. F. U. Z. (2021). Factors influencing intention to purchase fraudulent honey among Malaysian consumers. *International Journal of Academic Research in Business and Social Sciences*, 11(4), 134-149.

Khairatun, S. N. (2021). Spicy business of Saudagar Rasa and its heritage gourmet. *IJUM Journal of Case Studies in Management*, 12(1), 9-17.

Abu Bakar, A. Z., Ganesan, L., Haron, S.A., Othman, M. & Khairatun, S. N. (2021). Exploring demographic characteristics influence on restaurant visiting behavior of older persons. *Frontiers in Public Health*. [pending review]

Khairatun, S. N. (2020). International culinary influence on street food: An observatory study. *Journal of Sustainable Tourism and Entrepreneurship*, 1(3), 179-193. <https://doi.org/10.35912/joste.v1i3.304>

Hasni, M. Z., Karim, A. S., Arshad, M. M., Abdullah, H., & Khairatun, S. N. (2020). Dimensions and perspectives of objectivist, constructivist, and postmodernist approaches on Malay food authenticity. *Journal of Tourism, Hospitality & Culinary Arts*, 12(2), 59-75.

Ahmad, N. N., & Khairatun, S. N. (2020). The understanding of food fraud among consumers in Klang Valley, Malaysia. *Journal of Sustainable Tourism and Entrepreneurship*, 2(1), 31-40. <https://doi.org/10.35912/joste.v2i1.355>

Khairatun, S. N. (2019). Developing franchise frameworks for military veterans: A corporate analysis. *International Journal of Entrepreneurial Research*, 2(3), 4-9.

Khairatun, S. N. (2019). Veterans initiatives in franchising framework: An analysis of franchisors companies. *Asia Proceedings of Social Sciences*, 4(1), 107-110. <https://doi.org/10.31580/apss.v4i1.622>

Khairatun, S. N. (2018). Conflicts in franchised fast food restaurants: A content analysis of franchisees' lawsuits. *International Journal of Modern Trends in Business Research*, 1(4), 73-81. <http://www.ijmtbr.com/PDF/IJMTBR-2018-04-12-06.pdf>

Khairatun, S. N. (2018). Alternative option to resolve disputes in franchised restaurants. *International Council Hospitality Restaurant Institutional Education (ICHRIE) Research Report*, 1-3.

CONFERENCE PROCEEDINGS

Khairatun, S. N. (2021). Regulatory framework and guidelines for home-based food business in Malaysia. Abstract submitted to 7th Annual Online Interdisciplinary Research Symposium (08 December, 2021)

Khairatun, S. N. (2021). An investigation on mobile service quality of food delivery providers from customers' experiences. Full paper accepted at the *18th Scientific Annual International Conference for Business (SICB)* (25-27 October, 2021)

Khairatun, S. N. (2021). Distance learning for a practice-oriented course and its challenges to rural students. Abstract presented virtually at the *Unequal World Conference* (24-25 Jan, 2021).

Khairatun, S. N. (2020). Shifting face-to-face learning to distance learning during Covid-19 crisis: What do students say about it?. Full paper presented virtually at the *14th International Malaysian Educational Technology Convention (iMETC)*.

Khairatun, S. N. (2020). Sustainable food waste management practices: A case study of franchised bakeries in Malaysia. Abstract presented virtually at the *Unequal World Conference 2020*.

Khairatun, S. N. (2020). Implementation of MOU/MOA among universities: Did you nail it or fail it?. Abstract accepted in the *Association of Southeast Asian Institutions of Higher Learning Conference (ASAIHL)*.

Khairatun, S. N. (2020). Leveraging the opportunities of social media marketing among food franchises in Jordan: A Facebook analysis. Full paper accepted in the *17th Annual Scientific International Conference for Business (SICB)*.

Khairatun, S. N. (2019). Research trend in food fraud: A wake-up call for the industry. Abstract presented at the *1st Asian Symposium on Industrial Science and Technology (ASIST)*.

Ahmad, N. N. & Khairatun, S. N. (2019). Assessing the level of consumers' awareness of the intention to purchase fraudulent honey. Abstract presented at the *2nd International Food Research Conference (IFRC)*.

Khairatun, S. N. (2019). Street food profiling: A case study of Jonker Street, Melaka. Full paper presented at the *3rd International Language and Tourism Conference (ILTC)*.

Khairatun, S. N. (2019). Developing franchise framework for military veterans: A corporate analysis. Full paper presented at the *3rd Asia International Multidisciplinary Conference (AIMC)*.

Khairatun, S. N. & Juhari, N. H. (2018). Pumpkin savoury sauce: Sensory acceptance and proximate composition. Abstract submitted and poster displayed in *1st International Scientific Conference on Indigenous Crops (ISCIC)*, UPM Kampus Bintulu, 68.

Khairatun, S. N. (2018). Conflicts in franchised fast food restaurants: A content analysis of franchisees' lawsuits. Paper presented in *1st International Conference on Governance, Education and Business*, 1-6.

SUPERVISING EXPERIENCES

PhD

[Committee Member: Active]

- Practice dimensions of authentic Malay food towards sustainable modern Malay food

Master's Degree

[Main Supervisor: Active]

- Factors influencing intention to purchase fraudulent honey
- Consumer's continuance usage intention of food delivery applications during covid-19 pandemic in Selangor, Malaysia

[Main Supervisor: Completed]

- Consumers' awareness and opinions on food safety: A case study of Maldives
- Assessing food safety and hygiene practices among food delivery riders in Klang Valley
- Assessing hygiene knowledge and practice among food handlers at franchised restaurants in Male' City, Maldives

Bachelor's Degree

[Main Supervisor: Active]

- Application of digital marketing platforms among home-based food business in Klang Valley
- Investigating incidents on fraudulent fruit juice from available database
- Readiness to consume lab-grown meat: Millennials' perspectives
- Snackification: A dietary profiling among Malaysian consumers
- Cannabis usage in culinary: Readiness of food industry in Malaysia
- Alternative protein for human consumption: A comparative study of regulations among developed countries

[Main Supervisor: Completed]

- Factors influencing the buyers' satisfaction and their reuse intention in using FoodPanda apps during COVID-19 in Kuala Terengganu
- Factors influencing purchase intention of 3D printed meat
- Implementation of cloud kitchen: Experience of facility providers
- Exploring the level of awareness and consumers' buying decision towards sugar tax on sugary beverages
- Infant food safety standards: A comparative study among high-income countries
- Investigating the consumers' awareness and perception of the plant-based food coloring made from beetroot in Malaysia
- Profiling of UPM youths: A survey on comfort food consumption
- Factors influencing continuance intention to use online food delivery apps among UPM students
- Motivation factors in consuming Boba milk tea among Malaysian youths
- Assessing the level of consumers' awareness of food terrorism in Malaysia
- Customers' satisfaction on service quality: A case study of Foodpanda
- Customers' expectation and revisit intention: A case study of 'Nasi Dulang Daun Pisang' restaurant
- Awareness of food terrorism risks in the food industry in Malaysia: A survey
- Compliance of MESTI certification: Small and medium enterprises' experiences in Melaka
- Food waste management practices: Experiences of franchised bakeries in Klang Valley
- Problems and challenges in small bakery businesses: Insights from small bakery owners in Klang Valley

GRANTS

2021

Role : Lead Researcher

Funder : UPM InnoHub Grant

Project : Market validation for pumpkin sauce and paste

Amount : RM30,000.00

INTELLECTUAL PROPERTY

2021

Trademark: SARI RASA (Reg. no.: pending)

Trade secret: (Reg. no.: pending)

INTERNAL PANELIST

2021

Guest Panelist

- Undergraduates Final Year Project Viva (Semester 2, 2020/2021)
- Undergraduates Final Year Project Seminar (Semester 2, 2020/2021)
- Undergraduates Final Year Project Seminar Proposal (Semester 1, 2020/2021)
- Master of Food Science (MOFS) Seminar (2020/2021)

2020

Guest Panelist

- Undergraduates Final Year Project Viva (Semester 2, 2019/2020)
- Undergraduates Final Year Project Seminar (Semester 2, 2019/2020)
- FSTM Postgraduates Seminar (Semester 1, 2019/2020)

2019

Guest Panelist

- Viva with Industry Session BSPPM (FSM4999B)(Semester 2, 2018/2019)
- Postgraduates Proposal Seminar (Semester 2, 2018/2019)
- Undergraduates Final Year Project Seminar (Semester 2, 2018/2019)

2018

Guest Panelist

- Postgraduates Proposal Seminar (Semester 1, 2018/2019)
- Undergraduates Final Year Project Seminar (Semester 1, 2018/2019)

INTRAMURAL SERVICES

2021

Secretariat Committee (Technical)

Seminar on Survey Research Methodology (Part II) (organized by Department of Food Service & Management, Faculty of Food Science & Technology, UPM)

Syllabus Drafter

Basic Bakery & Pastry (under Students Development & Cocurriculum Centre, UPM)

Committee Member

Programme Self-Review Report for Bachelor in Science Food Service Management cohort

Committee Member

Muslim Foodpreneur Programme 2021

2020

Chair

Malaysian Food Summer Program 2020

Committee Member

Advisory Council for L'Apprenti Brand

2019

Chair

Malaysian Food Summer Program 2020

Committee Member

Review Committee on Bachelor Science of Food Service Management Program

Guest Lecturer

Agrobusiness Incubator Program 2019

Committee Member

Advisory Council for L'Apprenti Brand

Coordinator

Food Service and Management Industrial Training 2019/2020

2018

Chair

Malaysian Food Summer Program 2019

Desk Officer

MOA project on Dual PhD Degree between UPM and Iowa State University, USA

Coordinator

UPM Culinaire Team

Coordinator

Commercialization of Bakery Products at Food Service Complex @ Food 6, UPM

Secretariat Committee

International Food Research Conference 2019 (IFRC 2019)

Committee Member (food product development & commercialization)

MOA project between UPM and Cornell University, USA

Committee Member

Collaboration between Faculty of Food Science & Technology and AI Smart Global Sdn. Bhd in Laboratory Project of Food Processing (Freezing & Chilling)

Committee Member

Workshop 'Jom Tulis Buku' organized by Department of Food Service & Management, Faculty of Food Science & Technology, UPM

Committee Member

Event 'Menu Innovation Day', organized by Department of Food Service & Management, Faculty of Food Science & Technology, UPM

EXTRAMURAL SERVICES

2021

Judge

FoodTok organized by Hari Belia Selangor 2021

Judge

Food Systems Game Changers Lab organized by OpenIDEO.org

2020

Guest Speaker

Virtual workshop "Improvement of Research Skills of Students and Youth Researchers during Pandemic" organized by BRSF (Biosciences Research Support Foundation), Egypt (09-10 Oct 2020)

Title: Teaching and learning experiences during a pandemic crisis among postgraduate students

Guest Speaker

The First International Online Conference organized by Regional NCDS Alliance and DYCA (Diabetic Youth Care Association) and BRSF (Biosciences Research Support Foundation), Egypt (24-26 Sep 2020)

Title: Government food policy in curbing food supply disruption during covid-19 crisis: A perspective from Malaysia

Guest Speaker

National Institute of Food Science and Technology (NIFSAT), University of Agriculture Faisalabad, Pakistan (09 Sep 2020)

Title: Integrating vulnerability assessment in preventing food terrorism: Beyond food safety regulations

2018

Moderator

International Conference on Governance, Education and Business (ICGEB) 2018

Facilitator

PUTRA Success Program of Semester 1 2018/2019

Guest Speaker

3rd International Conference on Food & Agriculture (Nov 26-28)

Title: The emerging issue in food safety management system: The food defense and terrorism

Guest Speaker

Food Safety and Technology Summit 2018 (Nov 13-14)

Title: Food fraud & adulteration: Understanding its threats and preventive measures

LIFELONG LEARNINGS

- 2021 Halal Reskilling Program
(26-3/07) Organizer: Halal Development Corporation (HDC) & Human Resource Development Fund (HRDF)
- 2020 Module development for learning and teaching
(30/09) Organizer: Graduate, Research & Innovation Unit, Faculty of Food Science & Technology
- Food safety & traceability: How to gain a competitive advantage based on supply chain transparency
(30/09) Organizer: New Food

HONORS & AWARDS

- 2020 Third Place Winner in Emerald Malaysia Case Study Writing Competition.
- 2019 Best Paper Award at 3rd International Language and Tourism Conference (ILTC).
"Street food profiling: A case study of Jonker Street, Melaka".
- 2018 Best Paper Award at International Conference on Governance, Education and Business (ICGEB).
"Conflicts in franchised fast food restaurants: A content analysis of franchisees' lawsuits".
- 2018 Top 5 ICHRIE Research Report Award at the Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference.
"Alternative option to resolve disputes in franchised restaurants".

- 2012 Faculty PostGraduate Award for excellent academic achievement, Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia.
- 2009 Diploma Award for participating in Culinaire Malaysia (Elegance Stylish Wedding Cake class) in conjunction with Food & Hotel Malaysia events.
- 2008 Dean's Award for excellent academic achievement, Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia.

PAST EXTRACURRICULAR ACTIVITIES

Committee Member

Graduate and Professional Student Senate Research Conference 2017

Department Representative (2016-2017)

College of Human Sciences Dean's Advisory Council

Senator for Apparel, Events & Hospitality Management (AESHM) Department (2015-2016)

Graduate & Professional Student Senate, Iowa State University, USA