

# CURRICULUM VITAE



<b>A. BUTIR-BUTIR PERIBADI</b> <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	<b>AINUL ZAKIAH ABU BAKAR</b>		Gelaran <i>(Title)</i> : <b>DR.</b>
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i>	Warganegara <i>(Citizenship)</i> <b>Malaysia</b>	Bangsa <i>(Race)</i> <b>Malay</b>	Jantina <i>(Gender)</i> <b>Female</b>
Jawatan <i>(Designation)</i>	<b>Senior Lecturer</b>	Tarikh Lahir <i>(Date of Birth)</i>	<b>May 1982</b>

<b>Alamat Semasa</b> <i>(Current Address)</i>	<b>Jabatan/Fakulti</b> <i>(Department/Faculty)</i>	<b>E-mel</b> <i>(E-mail Address)</i>
Department of Food Service & Management, Faculty of Food Science & Technology, Universiti Putra Malaysia, 43400 UPM, Serdang Selangor, Malaysia  Tel: +603-9769 8253	Department of Food Service & Management, Faculty of Food Science & Technology, Universiti Putra Malaysia, 43400 UPM, Serdang Selangor, Malaysia  Tel: +603-9769 8253	E-mail: ainulz@upm.edu.my  H/P: +6011-6357 8288

<b>B. KELAYAKAN AKADEMIK</b> <i>(Academic Qualification)</i>			
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	Kansas State University	2013	Foodservice & Hospitality Marketing
MBA	Universiti Putra Malaysia	2005	Marketing
BSc	Universiti Putra Malaysia	2003	Nutrition & Community Health

<b>C. KEMAHIRAN BAHASA</b> <i>(Language Proficiency)</i>					
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					✓

<b>D. PEKERJAAN (Employment)</b>				
<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
Universiti Putra Malaysia	Senior Lecturer	Dept. of Food Service & Management	May 2013	Present
Universiti Putra Malaysia	Tutor	Dept. of Food Service & Management	April 2006	May 2013
Kansas State University	Graduate Research Assistant	Dept. of Hospitality & Dietetics	August 2010	May 2011
Kansas State University	Graduate Teaching Assistant	Dept. of Hospitality & Dietetics	December 2009	May 2010
Kansas State University	Graduate Research Assistant	Dept. of Hospitality & Dietetics	August 2009	December 2009
Kansas State University	Graduate Research Assistant	Dept. of Hospitality & Dietetics	August 2008	May 2009
Universiti Putra Malaysia	Research Assistant	Faculty of Economics and Management	October 2005	March 2006
Universiti Putra Malaysia	Graduate Assistant	Graduate School of Management	February 2005	October 2005

<b>E. ANUGERAH DAN HADIAH (Honours and Awards)</b>				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	Lucile Hartmann Home Economics Scholarship	College of Human Ecology, Kansas State University	(International) Scholarship	2009-2010
	Perry C & Virginia Peine Excellence for Aging Initiative	Kansas State University	International (Research Grant Enhancement Fellowship)	2009-2010
<i>Non-Academic Awards</i>	Certificate of Competence	University of London Examinations & Assessment Council	International (Work Experience)	1997/1998
	Hull Compact	Humberside Education Business Partnership and Hull City Council	International (Graduate Certificate)	1998
<i>Awards of Merit</i>	Best Paper Award (Food Studies Research)	12th Asia Pacific CHRIE (APacCHRIE) Conference 2014	International (Best Paper Award)	2014

<b>F. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan)</b> <i>(List of publications – author (s), title, journal, volume, page and year published)</i>	
<i>Journal</i>	<ol style="list-style-type: none"> <li>1. <b>Bakar, A. Z. A.*</b>, Ganesan, L., Haron, S. A., Othman, M., Khairatun, S. N., &amp; Ishak, F. A. C. (2021). Exploring demographic characteristics influence on restaurant visiting behavior of older persons. Manuscript submitted for publication.</li> <li>2. <b>Bakar, A. Z. A.*</b>, Ganesan, L., Othman, M., Haron, S. A., &amp; Ishak, F. A. C. (2020). Where to eat: Exploring silver consumer restaurant dining choice in Malaysia. <i>Journal of Social Sciences and Humanities</i>, 28(4), 3297-3317.</li> <li>3. Cheah, H. Y., Merican, S. E., Mahmud@Ab Rashid, N. K., <b>Bakar, A. Z. A.</b>, Omar, S., &amp; Sanny, M. (2021). Assessing the performance of food safety management system using food safety management system diagnostic tools and microbial assessment scheme: A case of powdered beverage manufacturers. <i>Malaysian Journal of Medical Sciences</i>, 28(3), 129-142.</li> <li>4. Mohamad, S. F., Ying, L. L., Othman, M., Abidin, U. F. U. Z., Ishak, F. A. C., &amp; <b>Bakar, A. Z. A.</b> (2020). Demanded competencies of the entry-level position in the restaurant industry: Employers' perspectives. <i>International Journal of Academic Research in Business and Social Science</i>, 10(3), 823-835.</li> <li>5. Ganesan, L. <b>Bakar, A. Z. A.*</b>, Othman, M., &amp; Haron, S. A. (2019). Barriers to visit restaurants by older adults in Malaysia. <i>International Journal of Accounting, Finance, and Business</i>, 4(18), 42-53.</li> <li>6. Ishak, F. A. C., Nordin, M. A., Ghazali, H., Abidin, U. F. U. Z., &amp; <b>Bakar, A. Z. A.</b> (2018). The utilization of social media as a marketing tool in food truck business. <i>International Journal of Accounting, Finance, and Business</i>, 3(13), 117-124.</li> <li>7. Leong, Quee-Ling., Shahrin Ab Karim, Khairil Wahidin Awang, &amp; <b>Ainul Zakiah Abu Bakar</b> (2017). Profiles of gastronomic tourists visiting Malacca and George Town, World Heritage Site(s) of Malaysia. <i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i>, 6(1), 99-120.</li> <li>8. Leong, Quee-Ling., Shahrin Ab Karim, Khairil Wahidin Awang, &amp; <b>Ainul Zakiah Abu Bakar</b>. (2017). An integrated structural model of gastronomy tourists' behaviour. <i>International Journal of Culture, Tourism and Hospitality Research</i>, 11(4), 573-592. <a href="http://doi.org/10.1108/IJCTHR-05-2016-0047">http://doi.org/10.1108/IJCTHR-05-2016-0047</a></li> </ol>
<i>Presentation</i>	<ol style="list-style-type: none"> <li>1. <b>Bakar, A. Z. A.</b>, Azmi, H. A., Tan, A. S. L., &amp; Mohamad, S. F. (2021). <i>Knowledge, attitude, and practice towards plant-based diet</i>. Poster session presented at the 36<sup>th</sup> Nutrition Society of Malaysia Scientific Conference, Malaysia.</li> <li>2. <b>Bakar, A. Z. A.</b> (presenter), &amp; Zaki, S. (2019). <i>Comparison of Korean restaurant patronization among youths</i>. Poster session presented at the 2<sup>nd</sup> International Food Research Conference (IFRC 2019), Putrajaya, Malaysia.</li> <li>3. Ganesan, L., <b>Bakar, A. Z. A.</b> (presenter), Othman, M., &amp; Haron, S. A. (2018). <i>A qualitative study on factors influencing older adults dining out behavior</i>. Paper presented at the 2018 3rd UUM International Qualitative Research Conference, Melaka, Malaysia.</li> </ol>

<i>Proceedings</i>	1. Ganesan, L., <b>Bakar, A. Z. A.</b> , Othman, M., & Haron, S. A. (2018). A qualitative study on factors influencing older adults dining out behavior. Proceedings of 3rd UUM International Qualitative Research Conference, Melaka, Malaysia.
<i>Technical Reports</i>	1. <b>Bakar, A. Z. A.*</b> , Nur Laily Azwa, Maimunah Sanny, & Nur Azira Abd. Mutalib. (2020). Observed and self-reported food safety and hygiene practices with microbiological performance in selected boarding schools in Central Peninsular Malaysia.

<b>G. PROJEK PENYELIDIKAN TERDAHULU</b> ( <i>Past Research Project</i> )					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
GP-IPM/9400800	Attracting Mature Customers: The Challenges Faced by the Restaurant Industry in Malaysia	Project leader	2013	UPM	Completed