

CURRICULUM VITAE



**M. Shahrim Ab Karim, PhD, Professor of Malaysia's Heritage Food & Food Culture, Malaysia's Food Heritage Authority
(Food Consultant, Food Writer, Food Designer, Food Critic & TV Food Presenter)**

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A. ACADEMIC QUALIFICATIONS

Ph.D., (Doctor of Philosophy degree is awarded in Human Environmental Sciences with a specialization in Hospitality and Tourism Administration). School of Hotel & Restaurant Administration, College of Human Environmental Sciences, Oklahoma State University, Stillwater, Oklahoma. **Summer 2006** (Dissertation Topic: *Culinary tourism as a destination attraction: An empirical examination of the destination's food image and information sources*).

Masters. in Business Administration (MBA)., Mara University of Technology, Shah Alam, Selangor, Malaysia, 1998.

B.Sc., Hotel and Restaurant Management, New York University, New York, 1994.

Associate Degree in Culinary Arts, Mara University of Technology, Shah Alam, Selangor, Malaysia, 1990.

B. RESEARCH FOCUS AREA

Food and Culinary Tourism, Sustainable Food Heritage, Consumer Behavior and Marketing, Foodservice Management, Eating Habits, and Destination Management.

C. INVITED MEDIA APPEARANCE/ CULINARY DEMONSTRATION

Electronic Media & Live Culinary Presentation

- 1. COOKING WITH COLOURS – Season 2, TV AL-HIJRAH, MALAYSIA. Host of the program, 24 episodes cooking program featuring Malaysian and international cuisines, May-June 2018 2.**
- 2. ASSALAMULAIKUM, TV AL-HIJRAH, MALAYSIA – Television appearance as invited guest chef for this program on a weekly basis. March-May 2018 3. COOKING WITH COLOURS- Season 1, TV AL-HIJRAH, MALAYSIA. Host of the Program. 12 episodes cooking program featuring Thai’s authentic recipes in Bangkok, May-June 2017**
- 3. OKLAHOMA STATE UNIVERSITY, OKLAHOMA, UNITED STATES OF AMERICA, Featured Chef for Chef Series 2017, Organized Malaysian Cuisine Luncheon and Dinner events for fundraising event, February 2017**
- 4. EMBASSY OF MALAYSIA, BERLIN, GERMANY, Malaysia Food Afternoon Tea and Culinary Demonstration, February 2017**
- 5. I COOK ASIA.COM, KUALA LUMPUR, MALAYSIA Invited Chef, Filming of Malaysia Traditional food for the websites, March 2017**
- 6. KING MONGKUT’S INSTITUTE OF TECHNOLOGY LADKRABANG, BANGKOK, Culinary Demonstration for Undergraduate and Post-Graduate Programs, April to June, 2017**

7. **RITZ CARLTON BERLIN, GERMANY, Invited Chef for Malaysian Food Promotion, 13-15 July 2017** 9. **MALAYSIAN HERITAGE FOOD, Online Culinary Program featuring Malaysian traditional food, on openlearning.com platform, Sept 2016**
8. **UNIVERSITY COMMUNITY TRANSFORMATION CENTER (UCTC),** Community Project with the community at Sri Serdang. Invited jury for Heritage Food Competition and Cooking Demo in Herbal Food, November 2015
9. **HERBAL ASIA 2015, Organized by FAMA. Invited for a Culinary Demonstration on Herbs Recipes. October 2015.**
10. **UNIVERSITY COMMUNITY TRANSFORMATION CENTER (UCTC),** Community Project at Mukim Batu Talam, Raub Pahang. Invited Culinary Demonstration to feature Nyonya Cuisine, February 2015.
11. **MALAYSIA AGRICULTURE & HORTICULTURE SHOW (MAHA) 2104.** Invited to Present Two Dishes Based on Local Food Products of Malaysia, December 2014
12. **KLEBANG FOOD FESTIVAL, MELAKA.** Invited to Feature Traditional Heritage Food, Acar Ikan Betuk, December 2014
13. **NONA HARI RAYA HAJI, TV3,** Featuring Heritage Food of Negeri Sembilan, Masak Lomak Udang with Udang Sungai & Belimbing Besi, 5th October, 2014
14. **KAZAKS NATIONAL AGAGARIAN UNIVERSITY,** Featuring Malaysian Heritage Cuisine, and the demonstration was featured on documentary program on Kazaks TV, July 2013
15. **MASTERCHEF ALLSTAR, ASTRO,** Season 3, (2013). November 2013, Appeared as Invited Jury as “Cabaran Sajian di Luar, Piknik di UPM”
16. **MASTERCHEF ALLSTAR, ASTRO,** Season 3, (2013). December 2013 . Appeared as Invited Jury episode on HERBA
17. **PASTRY WITH CHEF WAN, RTM1,** (2013). December 2013. To be aired in RTM 1 in 2014, Invited as Guests Chef in Chef Wan program, presented a French dessert, Pandan Crème Brulee
18. **MALAYSIA HARI INI TV3 (MHI),** (November, 2013) Invited as Guests Chef and Interview. Presented Masakan Exotik Bugis

19. **AGEN HALAL**(April 10, 2013) TV Al- Hijrah, Invited as Guest Speaker to speak on Halal Catering Events in Malaysia (Interview Session)
20. **AGEN HALAL (March 14, 2013) TV Al-Hijrah**, Invited as Guest Speaker to speak on Spices and Food Flavor. (Interview Session).
21. **MASTERCHEF MALAYSIA, Season 2 (2012)** (October 29-31, 2012, Cameroon Highlands, Invited Jury for 2 Episodes for “Cabaran Sajian Di Luar”.
22. **Malaysia Hari Ini, TV3 (2012)**, Appeared on a special UPM Convocation Program, Presentation on Bugis Heritage Food, prepared 2 dishes.
23. **NONA, TV3 (2012)**, Appeared on a cooking segment with Jelita Magazine featured on NONA, presented 3 recipes based on potatoes and herbs.
24. **TV7, 7.00 pm NEWS, NTV7 (2012)**. Special Appearance to discuss on Bugis Cuisine presented in UPM for Bugis Food Launching.
18. **MASTERCHEF MALAYSIA, Season 1 (2011)**. Invited Jury for “Cabaran Sajian Di Luar” for 2 episodes in Kuala Lumpur
19. **Ramadan Program, RTM (2010)**. Invited for a special Ramadan Information segment to provide information on ramadan eating practices.

Print Media

1. Sajian Enak dengan Kentang. (2012). US Potatoes and Jelita Cooking Program, Fortile Showroom, Solaris Dutamas, Kuala Lumpur, **JELITA Ogos, pp.184-185.**

D. GRANTS/ CURRENT RESEARCH

1. Understanding the role of local products in developing tourism destination: A case study of the Lenggong Valley World Heritage Site, GP-IPS/ UPM | RM21,600, Feb 2018 – March 2021, Principal Investigator

2. The innovation of Malaysian heritage food by integrating consumer focus group and sensory evaluation, GP-IPS/ UPM | RM25,000, Nov 2017 – March 2021, Principal Investigator
3. Examining the Understanding and Practices of Halalan Toyyiban Among Street Food Vendors and Consumers in Selangor. FRGS/1/2017/SS03/UPM/01/1). Submitted Proposal, January 2017
4. Adaptation of “tell a story” interview technique and “semiotic” analysis to analyse the process and effectiveness of local cuisine integration into regional tourism destination marketing strategies for the East-Coast Region, West Malaysia. Submitted Proposal, January 2017
5. Understanding the Role of Local Food Products in Sustaining Tourism Development: A Case Study of the Lenggong Valley World Heritage Site. Submitted Proposal, August 2017
6. Developing an Economically Viable Community Based Heritage Food Program for Sustainable Tourism at Lenggong Valley World Heritage Cultural Site. UCTC, NBOS & KPM Community Grant Scheme, **Submitted Proposal, January 2015**
7. Sustainable Islamic Tourism: The Arabs Tourists’ Experience with Malaysian Food. Putra Research Grant, University Putra Malaysia, RM 84,000.00, October 2013 – September 2015 – **Principal Investigator. In Progress**
8. A Mixed Method Study on the Impact of Gastronomic Culture Towards Malaysia Heritage Sites Performance and Competitiveness, FRGS, RM77,000.00, December 2013 – November 2016 – **Principal Investigator. In Progress**
9. Safeguarding Malaysia Food Culture and Defining the role of Malaysia Heritage Food in Attracting International Tourists,
Grant: ERGS, Ministry of Higher Education. RM70,000, Jun 2012- Dec 2015 – **Principal Investigator – Principal Investigator, In Progress**
10. Analysis of Factors Influencing Fruits and Vegetables Consumption Among Adolescents in Selected Cities in Malaysia.
Grant : FAMA, Ministry of Agriculture . RM 283, 889.30, December 2010 to October 2012 – **Principal Investigator/Head Consultant – Completed**
11. Safeguarding Malaysia Heritage Food: Assessing The Promotional Efforts of Traditional Food in Hotels.
Grant : RUGS, Universiti Putra Malaysia. RM 70, 000.00, April 2011 to April 2013 – **Head of Project – Completed**
12. Sustaining the Authenticity of Malaysian Food Heritage
Grant : FRGS, Ministry of Higher Education, Malaysia. RM 40, 000.00, October 2010 to

October 2012 – **Head of Project – Completed**

13. Chemical Characterization, Standardization and Biological Evaluation of Melicope Ptelefolia Towards their Development into Anti-inflammatory Nutraceutical Products (Study on Ethnomedicinal Properties of *M. ptelefolia* and Consumer Behavior) (January 2007 – Dec 2010), RM2,500,000.00 Institut Parmaceutical & Nutraceutical Kebangsaan, MOSTI – **Co-Researcher, Completed**
14. Sustainable Development of National Heritage: Traditional Food and Cuisine and Tourist Attraction/Destinations. (July 2007- December 2009), RM 60, 000.00 Research University Grant Scheme, Universiti Putra Malaysia – **Head of Project –Completed**
10. Non-thermal Processing Technologies for the Preservation of Beverage, Soup Bases and Selected Traditional Sauces: A Multi-Technique Approach to Retain Their Functional Food Components Without the Use of Chemical Preservatives, (July 2007- Dec 2009) RM 60,000.00, RUGS – **Co-Researcher - Completed**
11. Foodstuff Proteomics: Impact of Bio-physical and culinary processing on the innovation, functionality, bioactivity and acceptability of protein-rich indigenous food products (July 2007 – Dec 2009) RM205,000, RUGS – **Co-Researcher - Completed**
12. Investigation of Service-scape Failures and Associated Recovery Strategies in Foodservice Establishments (July 2007 – Dec 2009), RM 57, 000.00, RUGS – **Co-Researcher - Completed**
13. Umami Composition, Sensory Evaluation of Belacan and Selected Foods, and its Relationships with Malaysian Gastronomy (June 2007 – December 2008) RM40,000.00, AJINOMOTO (MALAYSIA) BERHAD – **Head of Project – Completed**
14. Malaysia Culinary Tourism Image (February 2007 – February 2008) RM10,000.00, Universiti Putra Malaysia – **Head of Project – Completed**

E.	PROGRAM ACESSOR / EXPERT
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PROGRAM ACCESSOR (MQA Panel)

SUNWAY Universiti	Full Accreditation	2015
Politeknik Tuanku Syed Sirajuddin	Full Accreditation	2015
Nilai Universiti	Full Accreditation	2015
Berjaya University College of Hospitality	Full Accreditation	2015
Tunku Abdul Rahman Universiti College	Full Accreditation	2015
Taylor's University	Report	2014
Malaysia Institute of Baking	Report	2014
Lincoln University College	Full Accreditation	2014
Politeknik Merlimau	Full Accreditation	2014
Management and Science University	Report	2014
Politeknik Metro Kuantan	Full Accreditation	2014
Universiti Teknologi MARA	Report	2014
Taylors University	Report	2014
UNITAR	Full Accreditation	2013
KDU University	Full Accreditation	2013
Universiti Sains Islam Malaysia	Report	2013
Taylors University	Full Accreditation	2013
Management & Science University	Full Accreditation	2013
Stamford College Kuala Lumpur	Full Accreditation	2012
Komuniti College Merlimau Melaka	Report	2012
Sedaya Universiti College Kuching	Full Accreditation	2012

Lincoln University College	Report	2012
SeGi University	Report	2012

INVITED AS PROGRAM ASSESSOR

Universiti Utara Malaysia	Report	2014
University of Management Technology	Report	2012
Universiti Putra Malaysia	Report	2011

INVATATION AS PANEL OF EXPERT /SPEAKER

Malaysia Tourism Awards	Tourism Malaysia 2015/2016	Invited Jury,
Guests Speaker	PKNS, 2014	Successful Business
Tourism Awards	Tourism Malaysia	Chief Jury for Malaysia Best Restaurant Awards 2012/2013
Guests Speaker	PKNS, 2013	Business Operations

F. INTERNATIONAL PROGRAMS

King Mongkut's Institute of Technology, Latkrabang, Bangkok, Thailand	2015
Kazkazahstan – National Agagarian Univessity Visiting Professor	2014

**National Institute of Food Science and Technology
Masters in Foodservice Program – Invited as Panel Expert University
of Agriculture, Faisalabad, Pakistan**

2013

G.	EDITORIAL / REVIEWERS
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Editorial Advisory Board, Handbook of Research On Global Hospitality and Tourism Management, 2015 IGI Global, USA

NYAWA, 2015, Editorial Board Members

NYAWA, 2014, Editorial Board Members

NYAWA, 2013, Editorial Board Members

NYAWA, 2012. Editorial Board Members

Ad Hock Reviewer for International Journal of Contemporary Hospitality and Tourism

Ad Hock Reviewer for Journal of Islamic Marketing

Reviewers/Assessors for University Putra Malaysia Grant Proposal - 2013

Associate Editor for Journal of Agribusiness Marketing, Federal Agricultural Marketing Authority

Ad Hock Reviewer for Tourism Management

Add Hock Reviewer of manuscripts for International Journal of Revenue Management

Reviewer for manuscripts for International Journal of Food Research

Reviewer of manuscripts (book) for Universiti Technology MARA Press.

Books / Chapters in Book

1. Manohar Mariapan, Evelyn Lim Ai Lin, Siti Suriawati Isa, Muhammad Shahrin Karim, and Khalid Rehman Hakeem (2017). *Ecotourism Potentials*. Universiti Putra Malaysia.
2. Ng Chin Yen, Shahrin Ab Karim and Chua Bee Lia (2017). *A Proposed Study on Food Tourism : Examining Factors Affecting Tourists' Satisfaction and Behavioral Intentions towards Nyonya Restaurants in Malacca*. In *Ecotourism Potentials*. (Ed) Manohar Mariapan, Evelyn Lim Ai Lin, Siti Suriawati Isa, Muhammad Shahrin Karim, and Khalid Rehman Hakeem. UNiversit Putra Malaysia
3. Shahrin Karim and Siti Kaprawi Eds.(2015). *Spice of Life. Recipes and Remedies*. Karangraf. Kuala Lumpur ISBN 978-967-86-0646-2
4. Muhammad Shahrin Ab. Karim (2015). *Soul Treatment*. In *Nature's Wonders of Arts*. (Ed) Qamaruz, F, Baharuddin, N, and Abdul Shukor, Shureen Faris. Universiti Putra, Malaysia
5. Ainul Zakiah Abu Bakar, Muhammad Shahrin Ab. Karim, and Hasanah Mohd Ghazali. (2015). In *Nature's Wonders of Arts*. (Ed). Qamaruz, F, Baharuddin, N., and Abdul Shukor, Shureen Faris. Universiti Putra Malaysia
6. Hasanah Mohd Ghazali, Muhammad Shahrin Ab. Karim, and Ainul Zakiah Abu Bakar (2015). In *Nature's Wonder of Arts*. (Ed). Qamaruz F., Baharuddin, N., and Abdul Shukor, Shureen Faris. Universiti Putra Malaysia
7. Muhammad Shahrin Ab. Karim, Hasanah Ghazali and Ainul Zakiah Abu Bakar (2015). In *Nature's Wonder of Arts*. (Ed). Qamaruz, F. Baharuddin, N., and Abdul Shukor Shureen Faris. Universiti Putra Malaysia.
8. Hanafi Hamzah, M.Shahrin Ab Karim, Angelo Camillo, and Svetlana Holt (2015). *ISO 14001 : The Challenges in Establishing Environmental Management Systems in Tourism and Hospitality Establishments*. In *Handbook of Research on Global Hospitality and Tourism Management*, IGI Global, USA. ISBN 13-978-1466686069

9. Leong, Q.L and **Ab Karim, S.(2015)**. Global Perspective in Tourism Development : Positioning Malaysia as a Culinary Tourism Destination. In Handbook of Research on Global Hospitality and Tourism Management, IGI Global, USA, ISBN 13-978-1466686069
10. Ismail, N.A, **Ab. Karim, M.S.**, Othman, M & Abd Halim, N. (2014). In.....The Roles of Malay Chef in Promoting Traditional Malay Food at the Hotel in Klang Valley, Malaysia
11. **Ab Karim, M.S.**, and Ab Halim, N. (2014).The Structure of Street Food Culture in Penang, Malaysia. In Global Street Food Culture, Italy.
12. Hasanah Ghazali and **Shahrim Karim** (2014). It Takes Two to Tango. In Nature's Wonders of Arts. (Ed).Qamaruz, F. Baharuddin, N and Mohd Tahar, O. Universiti Putra Malaysia.
13. **Shahrim Karim** and Hasanah Ghazali, (2014) Tapai Tower. In Nature's Wonders of Arts. (Ed).Qamaruz, F. Baharuddin, N and Mohd Tahar, O. Universiti Putra Malaysia
14. Hasanah Ghazali and **Shahrim Karim** (2014) Ikan Pekasam. In Natures's Wonders of Arts. (Ed).Qamaruz, F. Baharuddin, N and Mohd Tahar, O. Universiti Putra Malaysia
15. **Shahrim Karim** and Normariya (2013). Sajian dan Khasiat Herba di Malaysia: Moden dan Tradisional. Berita Publishing. Kuala Lumpur.
16. **Ab Karim, M.S.**, Nurhasmilaalisa Ab. Halim, and Ainul Zakiah Abu Bakar. (2013). From Honey Bees to Baklava. In Nature's Yield and Wonders of Art. (Ed) Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia.
17. **Ab Karim, M.S.**, Nurhasmilaalisa Ab. Halim, and Ainul Zakiah Abu Bakar. (2013). Grass Hoppers and Sago. In Nature's Yield and Wonders of Art. (Ed) Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia.
18. Omar, S.R. and **Ab. Karim,M.S.** (2013). The Halal Logo. In Halal Perspektif in Malaysia. Institute of Halal Product, UPM.
19. **Ab Karim, M.S.** and Ismail,N. (2012). Sajian Eksotik Warisan Bugis. (Exotic Bugis Heritage Food). Berita Publishing. Kuala Lumpur. ISBN 9789679696196
20. Muhammad Yaacob, Yumarnis Riasmi and **Muhammad Shahrim Ab Karim**. Versatility and Utilities. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia. ISBN. 978-967-344-298-0.

21. **Muhammad Shahrin Ab Karim** and Nurhasmilaalisa Ab. Halim . Durian Truffles. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia. ISBN. 978-967-344-298-0.
22. **Muhammad Shahrin Ab Karim** and Nurhasmilaalisa Ab. Halim. Scorching Chillies. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F. Baharuddin,N. and Mohd Tahar, O. Universiti Putra Malaysia. ISBN. 978-967-344-298-0.
23. **Ab Karim, MS.**, Halim, N and Ghazali, H. (2012). Fruit Culinary Culture. In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F., Baharuddin, N. and Mohd Tahar, O. Universit Putra Malaysia. ISBN. 978-967-344-298-0.
24. **Ab Karim, M.S*** and Ismail, N.A. (2012). The Culinary Herbs in Malays Cuisine. In Flavors and Colours of Brunie Darussalam. (Ed) Datin Hajah Kamisah Hj Rahmat. Majlis Kesejahteraan Masyarakat & Pentagram Design Brunei. ISBN 99917-54-66-0
25. **Ab Karim, S.*** and Abdul Ghani, C.A. (2011) Malaysia Food Culture. *In Food Cultures of the World Encyclopedia*. California : Greenwood Publication ISBN 978-0-313-37626-9
26. **Ab Karim, M.S***, Leong, Q.L, Othman, M, and Mohd Adzahan, N. (2010). Towards Tourism Sustainability: The image of Malaysia as A Food Tourism Destination. In Issues in Hospitality and Tourism. Eds (Book Chapters)
27. Mohhidin Othman, Bahar Goodarzirad, and **Muhammad Shahrin Ab. Karim** (2010). Effects of Servicescape on Diners' Satisfaction and Their Behavioral Intentions in the Family Chain Restaurants. In Issues in Hospitality and Tourism. Eds (Book Chapters)
28. **Shahrin Karim*** (2010). Culinary Tourism in France, Italy and Thailand: Similarities and differences. In Jonathan Edwards and Roger Vaughan (Eds): Part 2. Attractions. Destination Revisited - ATLAS conference Viana do Castelo, Portugal 2007. The Netherlands. Association for Tourism and Leisure Education.
29. **Karim, S.*** (2007). Professions in the Hotel Industry. PTS Publications, Kuala Lumpur, Malaysia
30. **Karim, S.*** (2003). Professions in the Hospitality Industry. PTS Publications, Kuala Lumpur, Malaysia.

Videography

1. **Ab Karim*** (2012). Chocolate Truffle. Exhibition, In Nature's Yield and Wonders of Art. (Ed). Qamaruz, F., Baharuddin, N. and Mohd Tahar, O. Universit Putra Malaysia

2. **Ab Karim** (2015). Malaysian Heritage Food on MOOC. 13 Episodes of Malaysian Heritage Food on Diverse Culinary Journey in Malaysia. Video of Cooking Demo and Food Experience in Malaysia.

Monograph

1. Ab Karim*, M.S. (2006). Culinary Tourism as a Destination Attraction: An Empirical Examination of the Destination's Food Image and Information Sources. (Doctoral Dissertation, Oklahoma State University, 2006). Dissertations Abstracts International, 67/06, 231

Cited Journals

1. Jack Hao Lao Bin, Shahrin Ab Karim, Farah Adibah & Steven Eric (2019). Can restaurant revenue management work with menu analysis? Published, Springer Nature Limited, International, Journal of Revenue Management [204-212] (Scopus) (Senior Author)
2. Raji M.N.A., Muhammad Shahrin Abdul Karim *, Ishak F.A.C., Arshad M.M. (2017). Past and present practices of the Malay food heritage and culture in Malaysia, Journal of Ethnic Foods, Vol: 4(4) Page: 221 - 231 (Scopus) (Senior Author)
3. Khongtong J., Muhammad Shahrin Abdul Karim., Othman M., Bolong J.B. (2017). The mediation effects of consumers' need recognition and pre-purchase evaluation in consumers' decision-making on purchasing safe street food: The case in Nakhon Si Thammarat, Thailand, Journal of Foodservice Business Research Vol: 20(2). Page: 192 - 203 (Scopus) (Senior Author)
4. Cheok C.Y., Sobhi B., Mohd Adzahan N., Bakar J., Abdul Rahman R., Muhammad Shahrin Abdul Karim., Ghazali Z. (2017) Physicochemical properties and volatile profile of chili shrimp paste as affected by irradiation and heat, Food Chemistry , Vol:216. Page: 10 - 18 (Scopus)
5. Leong Q.-L., Muhammad Shahrin Abdul Karim., Awang K.W., Abu Bakar A.Z. (2017). An integrated structural model of gastronomy tourists' behaviour, International Journal of Culture, Tourism, and Hospitality

Research, Vol:11(4). Page: 573 - 592 (Scopus) (Senior Author/Correspondence Author)

6. Mohd Nazri Abdul Raji, Muhammad Shahrin Abdul Karim, Farah Adibah Che Ishak, Mohd Mursyid Arshad (2017). Utilizing local products at the rural destination. *International Journal of Academic Research in Business and Social Sciences* Vol: 7(12) Page: 118 - 126 (ERA 2015) (Senior Author)
7. Leong Quee-Ling, Muhammad Shahrin Ab Karim, Khairil Wahidin Awang and Ainul Zakiah Abu Bakar (2017). Profiles Of Gastronomic Tourists Visiting Malacca and George Town, World Heritage Site (s) of Malaysia, *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, Vol. 6, 1, 99. 99-120, ISSN 2289-1471
8. Absah Mamat, Muhammad Shahrin Ab Karim, Zainal Abidin Mohamed, Rosita Jamaluddin, & UNgku Fatimah Ungku Zainal Abidin (2017). *Jurnal Psikologi Malaysia*, 31 (2) (2017); 68-77, ISSN-2289-8174
9. Leong Quee-Ling, Muhammad Shahrin Ab Karim, Khairil Wahidin Awang and Ainul Zakiah Abu Bakar (2017). Accepted. An Integrated Structural Model of Gastronomy Behaviour, *International Journal of Culture, Tourism and Hospitality Research*, pp.....
10. Shahrin Ab Karim, Nurul Ashikin Ismail & Mohhidin Othman (2017). Accepted. Sustaining the Authentic Malays Cuisine. A Qualitative Inquiry of the Practices of Malay Professional Chefs at Hotels in Klang Valley, *International Journal of Qualitative Research*, pp.....
11. Choon Yoong Cheok, Babak Sobhi, Noranizan Mohd Adzahan, Jamilah bakar, Russly Abdul Rahman, Muhammad Shahrin Ab Karim, and Zulkafli Ghazali (2017). Physicochemical Properties and Volatile Profile of Chilli Shrimp paste as Affected by Irridation and Heat, *Food Chemistry*, 216, pp. 10-18
12. Norsyafina Mahat, Hamimah Hassan, Mass Hareeza Ali, Nawal Hanim and Muhammad Shahrin Abdul Karim (2016). Tourist Sustainability in Historical City Melaka, *Australasia Journal of Business, Social Science and Information Technology*, 2,2,pp. 114-137
13. 9. Quee-Ling Leong, Shahrin Ab Karim, Bee-Lia Chua and Kallayane Tengpongsathon (2017) . Accepted. Middle East Tourists' Behaviour Towards Malaysian Gastronomy and Dining Experience in Malaysia. *International Journal of Tourism and Hospitality in the Digital Age*.....

14. Ng Chien Ying and Shahrim Ab. Karim (2016). A Historical and Contemporary Perspectives of the Nyonya Food Culture in Malaysia, *Journal of Ethnic Foods*, doi: 10.1016/j.jef.2016.05.004.
15. Bee-Lia Chua, Ben Goh, Lynn Huffman, Catherine Jai, & Shahrim Ab. Karim (2016). Cruise Passengers' Perception of key Quality Attributes of Cruise Lines in North America, *Journal Of Hospitality and Marketing Management*, pp 346-371
16. Siti Radiah Omar, **Shahrim Ab. Karim**, and Siti Nazirah Omar (2015). Exploring International Tourists' Attitudes and Perceptions in Characterizing Malaysia Heritage Food (MHF) as a Tourism Attraction in Malaysia. *International Journal of Social Science and Humanity*, Vol 5, 3, pp 321-329
17. J. Khongtong, **Ab Karim, M.S.**, M.Othman, and J.B. Bolong (2015). Reliability and Validity of Consumers' Decision Making Investigation of Street Food Purchasing, Pilot Study in Nakhon Si Thammarat, Thailand. *International Journal of Social Science and Humanity*, Vol 5, 3, pp.306310
18. Nur Hafizah Muhammad, **Muhammad Shahrim Ab. Karim**, and Humairah Hamzah (2015). Intention to Eat Traditional Food Among Boys and Girls in Malaysia. *International Journal of Social Science and Humanity*, Vol 5, 5, pp 450-453
19. Humairah Hamzah, **Muhammad Shahrim Ab. Karim**, Mohiddin Othman, Azimi Hamzah & Nur Hafizah Muhammad (2015). Challenges in Sustaining the Malay Traditional *Kuih* among Youth. *International Journal of Social Science and Humaity*, Vol 5, 5, pp. 472-478
20. Camillo A.A., Di Pietro, L., **Ab. Karim, M. S***(2014). Consumer attitude and perception toward western cuisine: a study of the Italian Cuisine in Malaysia. *Journal of Foodservice Business Research*, 17 (2).
21. Nawal Hanim Abdullah, Hamimah Hassan, Mass Hareeza Ali, & **Muhammad Shahrim Ab. Karim** (2014). Cultural Values (Power Distance) Impact on Stakeholders' Engagement in Organizing the Monsoon Cup International Sailing Event. *Procedia – Social and Behavioral Sciences*, 144, pp 118-126
22. Suhaimi Ab Rahman, Zulaipa Ruzulan, and **Muhammad Shahrim Ab Karim** (2014). Development of Islamic Law: The Application of 'Urf in Halal Animal Slaughtering Practices. *Sains Humanika*, 1,1, pp 11-17
23. Norsyahidah Ismail, **Muhammad Shahrim Ab Karim***, Roselina Karim, Noranizan Adzahan, Nurhasmaalisa Abdul Halim, and Syuhailly Osman

- (2014). Fruits and Vegetables Consumption Behavior: A Qualitative Study of Malay Adults in Subang Jaya, Selangor. Among Adults in Malaysia. *Journal of Agribusiness Marketing*, Vol 6.....
24. Siti Radiah Omar, Siti Nazirah Omar and **Shahrim Ab. Karim** (2014). Comparative Analysis on the Effect of Agro-Economic Meat Tenderizer: Bromelain and Papain Enzyme on Indian Beef Quality. *International Journal of Advances in Science and Technology*, Volpp 178-183, ISSN 2348-5426
 25. Jatuporn Khongtong, **M.Shahrim Ab.Karim**, Mohhidin Othman, and Jusang Bin Bolong (2014). Consumption Pattern and Consumers' Opinion toward Street Food in Nakhon Si Thammarat Province, Thailand. *International Food Research Journal*, 21, 1, pp 125-130
 26. Nur Hafizah Muhammad, **Muhammad Shahrim Ab. Karim**, Mohhidin Othman, and Hazrina Ghazali (2013). Relationships of Socioeconomic Level with Eating Behavior of Traditional Food Among Adolescents, *Mediterranean Journal Of Social Sciences*, Vol 4, 11, pp 13-20
 27. Norsyahidah Ismail, **Muhammad Shahrim Ab Karim**, Roselina Karim, Noranizan Mohd Adzahan, and Nurhasmilaalisa Abd Halim (2013). Fruits and Vegetables Consumption Factor Based on Different Cultures in Selangor. *Academic Journal of Interdisciplinary Studies*, Vol 2, 8, pp524530
 28. Khairunissa Izzati Othman, **Muhammad Shharim Ab Karim**, Roselina Karim, Noranizan Mohd Adzhan, and Nurhasmilaalisa Abd Halim (2013). Consumption Pattern on Fruits and Vegetables Among Adults: A Case of Malaysia. *Academic Journal of Interdisciplinary Studies*. Vol 2, 8, pp424430
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Ab Karim, M. S, Roselina Karim, Noranizan Mohd Adzahan and Nurhasmilaalisa Ab. Halim (2011). Inception Report,to Federal Agriculture Marketing Agency (FAMA) , Kuala Lumpur, Malaysia.

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J. STUDENTS' SUPERVISION

POST-GRADUATE STUDENTS' SUPERVISION

Ph.D. Supervision		Graduated
Babak Sobhi	Co- Supervisor	November 2012
Jatuporn Khongtorrn	Main Supervisor	October 2016 – Convo.

Ph.D. (Current)		Expected to Graduate
Leong Quee Ling	Main Supervisor	2016/ will submit
Siti Radiah Omar	Main Supervisor	2016/ will submit
Humairah Hamzah	Main Supervisor	2016 / will submit

Year Started

Siti Salwa	Main Supervisor	April 2013/Data Col.
Hanafi Hamzah	Main Supervisor	Sept 2014 /Data Col.
Hanif Hanan	Main Supervisor	Feb 2014/ Comp.
Habsah Mamat	Main Supervisor	Feb 2014 /Comp
Uda Taha	Main Supervisor	Feb 2015/Framework
Nurfardilla	Main Supervisor	Feb 2015/Framework

M.Sc. Supervision

M.Sc. (Current)

Year Started

Ng Chin Yen	Main Supervisor	Feb 2015
Norhashimah Hamzah	Main Supervisor	Sept 2015

M.Sc.(Completed)

Graduated

Norsyahidah Ismail	Main Supervisor	Oct 2016
Nissa Izzati Othman	Main Supervisor	Nov. 2014
Nurul Ashikin Ismail	Main Supervisor	Nov 2014
Nur Hafizah	Main Supervisor	Nov 2014
Leong Quee Ling	Main Supervisor	May 2010
Roosbeh Babolian	Main-Supervisor	August 2009
Nadzirah Salehuddin	Co- Supervisor	Nov 2013
Ramdiah Wasnin	Co-Supervisor	Nov 2013

Bahar Goodarzirad	Co-Supervisor	Nov 2012
Foo Lee Yen	Co-Supervisor	Nov 2011
Bahar Goodarzirad	Co-Supervisor	May 2010
Mantho Joyce Koveya	Co- Supervisor	May 2010
Chua Bee Lia	Co-Supervisor	September 2009
Ahmad Hanis Hadi	Co-Supervisor	November 2009

K. TEACHING EXPERIENCE

June 1999 – Present - Associate Professor Faculty of Food Science and Technology, University Putra Malaysia, Malaysia

- Foodservice Systems and Operations
- Menu Management
- Restaurant Service Management
- Research Methodology
- Current Issues in Food Industry
- Food Choice and Acceptability
- Strategic Foodservice Operation
- Introduction to Hospitality Industry
- Food Preparation and Service – Culinary Arts
- Commercial Food Production
- Foodservice Plan and Layout
- Foodservice Information System

**Fall 03 – Spring 06 Instructor/TA School of Hotel and Restaurant Administration,
College of Human Environmental Sciences, Oklahoma State University, Stillwater,
Oklahoma Hospitality and Tourism Marketing (HRAD 4163)**

- This course provides an overview of hospitality and tourism marketing. It covers extensive topic about marketing and its application in the hospitality industry. Students performed various hands on experience that can help to enhance their understanding of the course.
- Designed syllabus, evaluation procedures, course delivery methods, developed exams, grade papers, etc.
- Organized a sales blitz program for The Atherton Hotel, Oklahoma State University.
- Class size: 50 – 60 each semester

L.

PROFESSIONAL EXPERIENCE

PROFFESIONAL PROFILE

Sheraton New York Hotel & Towers, Manhattan, New York, 1994-1997

Guest Service Manager/ Executive Guest Consultant

- Managed the club/executive floors, totaling 275 corporate rooms
- Assisted the Towers manager on day to day operations
- Involved in problems solving
- Maintained credit policies and procedures
- Oversaw Club Lounge operations & foodservice associates

Malaysia Tourism Promotion Board, New York, 1993-1997

Special Assistant to the Vice President

- Involved in all aspects of promoting and selling Malaysia as a tourist and travel destination. Member of pre-opening team of the New York Office.
- Presented lecture on Malaysia at various seminars and sales presentations in the East Coast of the USA
- Coordinated and organized Malaysian food and cultural promotion
- Managed and maintained the financial accounting of the office
- Participated in major travel, trade, and consumer shows, i.e. PATA, ASTA, & ASAE.
- Advised clients on traveling to Malaysia

Raffles Hotel Singapore, Singapore, 1991-1992

Garde Manger Chef

- Responsible for all aspects of cold food items and food preparation for restaurants and banquets
- Accountable for the food requisition and maintenance of monthly food inventory
- Coordinator of buffet and reception set-up for special events
- In charge of food costing and planning

Carlton Hotel, Singapore, 1990-1991

Garde Manger Chef

- Prepared cold food items for restaurant; ala-carte and buffet
- Banquet food production
- Involved in menu planning

Pan Pacific Hotel, Pangkor Island, Malaysia, 1989

Trainee

- Trained in various kitchen department; Pastry, Garde Manger, Western, and Asian cuisines
- Developed proficiency in Asian regional cuisines such as Malaysia, Chinese, Indian, Indonesia, Thai, Singaporean, and Vietnamese.
- Worked in fine dining restaurant as host and server

PROFESSIONAL CONSULTANCY ACTIVITIES

Culinary Consultant, 1995 – 2016

Consulted and advised food related organizations, restaurants, catering companies, and individuals in the USA and Malaysia on international and Malaysian cuisines. Also, specialized in professional and business etiquette, protocol, personal grooming and professional development.

- Nasi Lemak Antarabangsa, Kuala Lumpur
- Federal Agriculture Marketing Agency (FAMA)
- University Putra Malaysia
- Malaysia Tourism Promotion Board, New York
- Malaysia Palm Oil Council, Chicago
- Saffron 59 Catering, New York
- Malaysian Consulate, New York
- Inlingua Corp., Pennsylvania
- Givaudan Roure, New Jersey
- United Nations, New York
- Copeland Mark (cookbook author), New York
- Andalus Cafe, Selangor

- Maimanah Catering, Kuala Lumpur
- Warisan Baiduri Catering, Kuala Lumpur
- Samuri Sate Corp., Kuala Lumpur
- Kajang Town Council, Selangor

M.

PROFESSIONAL AFFILIATIONS

PROFFESIONAL COMMITTEES

Committee Member, National Heritage Food, Department of Heritage Malaysia, 2014-2016

Vice President 2, Qualitative Research Association of Malaysia, 2014-2016

Chair, International Post-Graduate Research Conference 2014, August 2014

Chair, International Food Festival, Universiti Putra Malaysia, October 2012

Committee Member, Research Week at Oklahoma State University, Spring 2006.

Food Director, 25 Years Celebration of Faculty of Food Science & Biotechnology, University Putra, Malaysia, 2002.

Manager, Food Service Committee, University Putra Malaysia, 2001-2002.

Food Advisor, University Convocation Committee, University Putra Malaysia, 2000-2002.

Special Events Committee, Malaysia Culinary International Show, organized by the Malaysia Hotel Association and Chefs Association of Malaysia, 2002

Public Relations Committee, Functional Food Conference, University Putra Malaysia, 2001.

MEMBERSHIPS

University Putra Malaysia, Academic Association 2012- present – Faculty Representative

Qualitative Research Association of Malaysia, 2009 – Lifetime Member

Slow Food International, Italy, 2008 - 2010

SPSS Malaysia Association, 2008 - 2010

Oklahoma State University, College of Human Environmental Sciences Graduate Student Association, Treasurer, Spring 2006

Oklahoma State University, Graduate Student Professional Association, Committee Member for OSU Allied Arts program, Fall 2005.

Oklahoma State University, College of Human Environmental Sciences Graduate Student Association, Treasurer, Fall 2005

Oklahoma State University, Graduate Student Professional Association, Department Representatives, 2004

Research Chef Association, 2003 – 2005

Malaysia Hotel Association, 2001

Malaysia Chef Association, 1999

CERTIFICATES

Focus Group Research Specialist Certificate, University of Minnesota, USA, 2006

Geac/UC (Hotel Software Applications) Certificate, GEAC Corp., Inc & ITT Sheraton Corp., New York City, 1996.

Food Hygiene Certificate, Society of Public Health Inspectors, Ministry of Health, Singapore, 1991

OUTREACH ACTIVITIES

Representative for the School of Hotel and Restaurant Administration to the Graduate Professional Student Association at Oklahoma State University, 2005

Oklahoma State University, Research Conference. Moderator and Judge for paper presentation, Spring 2005.

Hotel and Restaurant Administration, Graduate Student Association, Volunteer for special event, Made in Oklahoma Dinner, Spring 2005

Ninth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Volunteer, University of Houston, Spring 2004

International Student and Scholars, Volunteer at international student orientation, Oklahoma State University, Fall 2003

Hotel and Restaurant Administration Graduate Student Association, Member, Oklahoma State University, 2003

Malaysia, Invited judge at culinary competitions of various student and professional organizations, 2000, 2001, & 2002.

University Putra Malaysia, Volunteer presenter and speaker on dining etiquette. 2000, 2001, & 2002.

City Meals on Wheels, Volunteer at annual fundraisings in New York City, 1997.

Ceci-Cela La Patisserie (French bakery in Soho, NYC), Volunteer Chef, 1997

James Beard Foundation, Volunteer at international chef events in New York City, 1995 & 1996

American Food & Wine Institute, Volunteer at annual events in New York City, 1993-1997

New York University, Volunteer in various soup kitchens in the city, New York City, 1994.

New York University, Volunteer at the international students and scholars office, orientation and program development, 1992-1994