



farahadibah@upm.edu.my



+6018 3183 877



Department of
Foodservice Management
Faculty of
Food Science and Technology
Universiti Putra Malaysia (UPM)
43400 Serdang, Selangor
MALAYSIA



dining experience

dinescape

themed restaurant

f&b service

restaurant

management

ethnic restaurant

heritage

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 (MSc) in 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 **Universiti Putra Malaysia**
Senior Lecturer
Department of Foodservice Management
Faculty of Food science & Technology, UPM
- 30.11.2016 **Universiti Putra Malaysia**
03.05.2011
Tutor
Department of Foodservice Management
Faculty of Food science & Technology, UPM
- 20.04.2011 **Universiti Teknologi MARA (UiTM)**
01.01.2008
Lecturer
Faculty of Hospitality and Tourism Management
UiTM Terengganu
- 12.2007 **Kolej Yayasan Terengganu (KYT)**
08.2007
Lecturer
Faculty of Hospitality and Tourism Management

Muhammad Rezza Zainal Abidin, **Farah Adibah Che Ishak***, Ismi Arif Ismail, Nurul Hanisah Juhari (2022) Explicating chefs' creativity in utilising Malaysian local herbs toward the development of modern Malaysian cuisine: A proposition of a conceptual framework for creative culinary process, *Thinking Skills and Creativity*, 46, 101133.

Noorazlin Ramli, Hayati Adilin Mohd Abd Majid, Wan Nazriah Wan Nawawi, **Farah Adibah Che Ishak**, and Syahida Maarof (2022) The Antecedents of Household Acceptance on Food Waste Innovation Products in Terengganu. *Proceedings*, 82, 75.

Farah Adibah Che Ishak, Norhabibah Mazlan, Nur Atiqah Lokman, Muhamad Shahrim Abd Karim & Siti Fatimah Mohamad (2021) Exploring the Issues and Challenges in Managing Themed Restaurant in Klang Valley, Malaysia, *International Journal of Academic Research in Business and Social Sciences*, 11(10), 1121 – 1135.

Farah Adibah Che Ishak, Nurul Amjaad Che Lah, Harnidah Samengon, Siti Fatimah Mohamad & Ainul Zakiah Abu Bakar (2021) The Implementation of Self-Ordering Kiosks (SOKs): Investigating the Challenges in Fast Food Restaurants, *International Journal of Academic Research in Business and Social Sciences*, 11(10), 1136–1150.

Wannasiri Wannasupchue, Siti Fatimah Mohamad, **Farah Adibah Che Ishak**, Ungku Fatimah Ungku Zainal Abidin (2021) Challenges to obtain halal certification among restaurants in northeast Thailand, *Journal of Islamic Marketing*, DOI 10.1108/JIMA-04-2021-0124

Hao Bin Jack Lai, Muhammad Rezza Zainal Abidin, Muhamad Zulfikri Hasni, Muhammad Shahrim Ab Karim, and **Farah Adibah Che Ishak** (2021) Key Activities of Menu Management and Analysis Performed by SME Restaurants in Malaysia, *International Journal of Academic Research in Business and Social Sciences*, 11(4), 339-361.

Suhailah Abdul Ghafar Rahman, **Farah Adibah Che Ishak**, Mohd Mursyid Arshad, Mohd. Shazali Md. Sharif, Shahrim Ab Karim (2021) The Impact of Modern Technology Towards Malay Traditional Foods Preparation and Cooking Processes in Malaysia, *International Journal of Academic Research in Business and Social Sciences*, 11(16), 219–231

Farah Adibah Che Ishak, Nur Amira Ashiqin Binti Zainun, Muhammad Shahrim Ab Karim, Ungku Fatimah, Ungku Zainal Abidin, Siti Fatimah Mohamad (2020) The Multifaceted of Themed Restaurant: Exploring the Unique and Vulnerable Elements in Staging Authentic Dining Experience, *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 (3), pp.855–868.

Muhammad Rezza Zainal Abidin, **Farah Adibah Che Ishak**, Ismi Arif Ismail, Nurul Hanisah Juhari (2020) Modern Malaysian Cuisine: Identity, culture, or modern-day fad?. *International Journal of Gastronomy and Food Science*, Vol 21, pp. 1-9.

Muhammad Rezza Zainal Abidin, **Farah Adibah Che Ishak**, Ismi Arif Ismail, and Nurul Hanisah Juhari (2020) Issues and Challenges of Malaysian Local Herbs toward the Development of Local Herbs-Based Culinary Products, *Food Studies: An Interdisciplinary Journal*, Vol. 10 (3), pp. 13-30.

Hao Bin Jack Lai, Shahrim Karim, Steven E. Krauss and **Farah Adibah Che Ishak** (2020) A review of approaches to manage menu profitability, *International Journal Revenue Management*, Vol. 11 (3), pp. 151–171.

Hao Bin Jack Lai, Muhammad Rezza Zainal Abidin, Muhamad Zulfikri Hasni, Muhammad Shahrim Ab Karim, **Farah Adibah Che Ishak** (2020) Key adaptations of SME restaurants in Malaysia amidst the COVID-19 Pandemic. *International Journal of Research in Business and Social Science*, Vol 9 (6), pp. 12-23.

Mohd Nazri Abdul Raji, Shahrim Ab. Karim, **Farah Adibah Che Ishak**, Mohd Mursyid Arshad (2020) Exploring Local Food Characteristics in Developing Food Tourism Destination at Lenggong Valley, Perak. *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 (6), pp. 927–936.

Mohd Yusof Bin Kamaruzaman, Shahrim Ab Karim, **Farah Adibah Binti Che Ishak**, and Mohd Mursyid Bin Arshad (2020) The diversity of traditional Malay kuih in Malaysia and its potentials. *Journal of Ethnic Foods*, Vol 7 (22), pp. 1-11.

Wannasiri Wannasupchue, Siti Fatimah Mohamad, **Farah Adibah Che Ishak**, Ungku Fatimah Ungku Zainal Abidin (2020) The readiness theme development from a case study in Thailand halal restaurants. *Journal of Tourism, Hospitality & Culinary Arts*, Vol. 12 (1), pp. 412-424.

Ainul Zakiah Abu Bakar, Lalitha Ganesan, Mohhidin Othman, Sharifah Azizah Haron, and **Farah Adibah Che Ishak** (2020) Where to Eat: Exploring Silver Consumer Restaurant Dining Choice in Malaysia, *Journal of Social Sciences and Humanities*.

Siti Fatimah Mohamad, Lee Lik Ying, Mohiddin Othman, Ungku Fatimah, Ungku Zainal Abidin, **Farah Adibah Che Ishak**, Ainul Zakiah Abu Bakar (2020) Demanded Competencies of the Entry-Level Position in the Restaurant Industry: Employers' Perspectives, *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 (3), pp. 823–835.

Muhammad Nazreen Ezyan Soffi, Siti Fatimah Mohamad, **Farah Adibah Che Ishak** (2020) Challenges to Achieving a Successful Hospitality Internship Program in Malaysian Public Universities, *International Journal of Human Resource Studies*, Vol. 10 (4), pp. 12-24.

Ahmad, A. N., Rahman, R. A., Othman, M., **Che Ishak, F. A.**, Mohamad, S. F., & Abidin, U. F. U. Z. (2020) The Relationship between Halal Food Management System Critical Constructs Implementation, Operational Performance and Product Quality. *International Journal of Academic Research in Business and Social Sciences*, Vol. 10(3), pp. 836–854.

Jack Lai Hao Bin, Muahamad Shahrim Ab Karim, **Farah Adibah Che Ishak**, Steven Eric Krauss (2019) Can restaurant revenue management work with menu analysis? *Journal of Revenue and Pricing Management*, Vol 18 (3), pp. 204-212.

Wannasiri Wannasupchue, Mohhidin Othman, Ungku Fatimah Ungku Zainal Abidin, **Farah Adibah Che Ishak**, Siti Fatimah Mohamad (2019) Current Trends and Opportunities for Halal Restaurants in Thailand: A Conceptual Framework, *International Journal of Academic Research in Business and Social Sciences*, Vol 9 (1), pp. 235–247.

Wannasiri Wannasupchue, Mohhidin Othman, **Farah Adibah Che Ishak**, Ungku Fatimah Ungku Zainal Abidin, Siti Fatimah Mohamad (2019) A Conceptual Paper for Development of Halal Food Service System in Thailand, *International Journal of Asian Social Science (IJASS)*, Vol 9 (1), pp. 96-105.

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, Shahrin 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, Shahrin 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, Shahrin 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, Shahrin 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

Aifaa Roslan, Ungku Fatimah Ungku Zainal Abidin, Shahrin Ab Karim, Maimunah Sanny, **Farah Adibah Che Ishak**, Noor Azira Abd Mutalib (2021) Modelling food safety culture framework for food tourism sectors: Towards improvement of food safety, 12th Asia Pacific Council on Hotel, Restaurant and Institutional Education (2021) and the 4th SHATEC Hospitality Conference, Singapore.

Farah Adibah Che Ishak, Siti Fatimah Mohamad, Ungku Fatimah Ungku Zainal Abidin (2019) Exploring Authentic Dining Experience in Themed Restaurant, 2nd International Food Research Conference (IFRC), Putrajaya, Malaysia.

Farah Adibah Che Ishak, Amirah Mohamad Sah, Siti Fatimah Mohamad, Ainul Zakiah Abu Bakar (2019) Looking for Restaurants? An Investigation on The Utilization of Social Media as an Effective Search Engine Among Millennial Foodie, International Conference on Communication, Information Technology and Youth Study (I-CITYS 2019), Melaka, Malaysia

Anis Najihah Ahmad, Rahman, R. A., Othman, M. Ungku Fatimah Ungku Zainal Abidin, **Farah Adibah Che Ishak**, Siti Fatimah Mohamad (2019) The relationship between halal food management system critical constructs, operational performance and product quality. 2nd International Food Research Conference (IFRC), Putrajaya, Malaysia.

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, Shahrin 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, *Proceeding of Science, Technology and Social Science (STSS) Regional Seminar*, UiTM Pahang.



CHAPTER IN BOOK

Farah Adibah Che Ishak (2019) Chapter 1: Food: Shaping Humanity. Nature's Yield and Wonders of Art (NYAWA) 19: Food (16-19). Galeri Serdang, Universiti Putra Malaysia.

Nurul Hanisah Juhari, **Farah Adibah Che Ishak**, Noor Azira Abdul Mutalib, Ainul Zakiah Abu Bakar, Nur Afizah Mustafa (2019) *Sensational Hydrocolloids*. Nature's Yield and Wonders of Art (NYAWA) 19: Food (38-39). Galeri Serdang, Universiti Putra Malaysia.

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.



EDITORIAL BOOK

Faridah Binti Qamaruz Zaman, **Farah Adibah Binti Che Ishak**, Mariatulqabthiah Binti Abdul Razak, Noris Binti Mohd Norowi, Shamsul Bin Abu Bakar, Shureen Faris Binti Abd Shukor (2019) Nature's Yield and Wonders of Art (NYAWA'19) FOOD. (1-74). Malaysia: Universiti Putra Malaysia Press. (ISBN: 9789676904726)



ARCHIEVED EXHIBITION

Nurul Hanisah Juhari, **Farah Adibah Che Ishak**, Noor Azira Abdul Mutalib, Ainul Zakiah Abu Bakar, Nur Afizah Mustafa (2019) *Sensational Hydrocolloids*. Nature's Yield and Wonders of Art (NYAWA) 19: Food. Galeri Serdang, Universiti Putra Malaysia

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 |
|---|----------------|-----------|-------------------------|----------|
| Modelling a novel framework for ethnic restaurants as a marketing means towards sustainable and memorable Malaysia heritage food tourism destination | Project Leader | 2022-2024 | KPM FRGS (RM108280) | Ongoing |
| Themed Restaurant in Malaysia: Staging Memorable Dining Experience and Its Challenges | Project Leader | 2019-2021 | UPM Putra IPM (RM39897) | Ongoing |
| Food Innovation Products from Food Surplus as a New Business Opportunity in Terengganu | Co-researcher | 2021-2022 | UiTM (RM 5000) | Ongoing |
| Entrepreneurial Resilience Among Small and Medium Food Operator During Challenging Covid19 Pandemic | Co-researcher | 2022-2024 | UiTM (RM 5000) | Ongoing |
| Malaysia's Heritage Food Viability: Disinterring the Exertions Practiced on Traditional Malay Kuih in Mersing. | Co-researcher | 2020-2022 | KPM FRGS (RM97820) | Ongoing |
| Analysis of food safety culture elements in Malaysia foodservice industry: Towards the development of assessment tool for improving food safety performance | Co-researcher | 2019-2021 | KPM FRGS (RM83500) | 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) | Complete |



SUPERVISIONS

| NAME OF STUDENTS | RESEARCH TITLE | ROLE | YEAR |
|--------------------------------------|---|-----------------|----------------|
| PhD | | | |
| Shamsul Khairul Annuar Bin Nordin | Branding and marketing ethnic restaurants as Malaysia food tourism destination | Main supervisor | 2022 - Current |
| Dg. Khairunisa Binti Ahmad Sapawi | Heritage herbs and consumerism in Sabah | Main supervisor | 2022 - Current |
| Firdaus Bin Abd Hanan | Cultured meat consumerism | Co-supervisor | 2021- Current |
| Harnidah Binti Samengon | Digital dining experience | Main supervisor | 2019- Current |
| Muhammad Rezza Bin Zainal Abidin | The role of chef's creativity in the development of Malay Modern Cuisine | Main supervisor | 2019- Current |
| Yusof Bin Kamazuaman | Malaysia's Heritage Viability Disinterring the Exertions Practiced on Traditional Malay Kuih in Mersing. | Co-supervisor | 2019- Current |
| Jack Lai Hao Bin | Development Of a Self-Administered Menu Management and Pricing Framework For Small And Micro Restaurant Establishments | Co-supervisor | 2018- Current |
| Mohd Nazri Bin Abdul Raji | Mobilizing Role of Local Food Products in Destination Marketing: The Case of the Perak's Lenggong Valley, Malaysia | Co-supervisor | Graduated |
| Suhailah Abdul Ghafar Rahman | Mother's Role in Sustaining Malay Traditional Food | Co-supervisor | 2016- Current |
| Wannasiri Wannasupchue | Exploring the readiness of food service outlets in Northeastern Thailand towards establishing Halal Food Service System | Co-supervisor | Graduated |
| Norsyahidah bt Ismail | Safeguarding Malay Traditional Food Products among the Malay Small-Medium Enterprise (SME) in Johor, Malaysia | Co-supervisor | 2017- Current |
| Master | | | |
| Halimatun Nisa' Binti Zulkifli | The diversity of multicultural ethnic restaurants in Malaysia | Main supervisor | 2022 - Current |
| Nor Amalin Sahiira Binti Mohd Fikeri | Co-creation in ethnic restaurants: Tourist dining experience | Main supervisor | 2022 - Current |
| Nur Atiqah Binti Lokman | Malay dining heritage | Main supervisor | 2019- Current |
| Aifaa Roslan | Analysis of food safety culture elements in Malaysia foodservice industry: Towards the development of assessment tool for improving food safety performance | Co-supervisor | 2021- Current |
| Haslina binti Hussein | The Impact of Covid-19 Pandemic Towards Chef Career: Challenges and Strategies | Co-supervisor | 2021- Current |
| Nur Nadirah Binti Mohd Nasir | Factors Influence Intention to Leave Among Casual Dining Restaurant Employees in Klang Valley, Malaysia | Co-supervisor | 2016- Current |
| Bachelor | | | |
| Siti Norfazerra | Branding Malaysia ethnic restaurant as food tourism destination: Issues and challenges | Main supervisor | 2022-2023 |
| Shanelora Nelson | Marketing food tourism destinations | Main supervisor | 2022-2023 |
| Nurin Jazlina | Investigating tourist dining experience in Malaysia ethnic restaurant | Main supervisor | 2022-2023 |
| Teh Kai Ying | Self-service Technology (SST) in restaurants: Customer experience | Main supervisor | 2022-2023 |
| Arwenraj A/L Muniandy | A Review of Ethnic Restaurant: Attributes and Its Customer Profile | Main supervisor | 2021-2022 |
| Kang Sing Suan | The Impact of Covid-19 on Restaurant Design & Layouts: Towards Safer Dining Out Activities | Main supervisor | 2021-2022 |

| | | | |
|---|--|-----------------|-----------|
| Che Nurul Akashah Binti Che Mazlan | The Dining Out Sop: The Rules And Its implementation In The Restaurant Industry | Main supervisor | 2021-2022 |
| Halimatun Nisa' binti Zulkifli | The Impact of Covid-19 Pandemic on Dining Out Journey Among Families in Klang Valley, Malaysia | Main supervisor | 2020-2021 |
| Teo Kah Him | Understanding Job Competencies in The Hospitality Industry: A Content Analysis of Job Advertisements Within Service and Training Context | Main supervisor | 2020-2021 |
| Norhabibah binti Mazlan | Issues and Challenges in Managing Themed Restaurants in Klang Valley, Malaysia | Main supervisor | 2018-19 |
| Nur Amira Ashiqin Binti Zainun | The fun and facts of dining experience | Main supervisor | 2018-19 |
| Amirah Binti Mohamad Sah | The Utilization of Social Media as an Effective Search Engine among Foodie | Main supervisor | 2018-19 |
| Irene Sesilia binti Ros | The Utilization of Social Media as a Marketing Tool in Restaurant Business | Main supervisor | 2018-19 |
| Izzah Nadiah Bt Hj Zakaria | Customer perception and acceptance of themed restaurant | Main supervisor | 2017-18 |
| Muhamad Ariff B Nordin | Social media as marketing tool in foodtruck business | Main supervisor | 2017-18 |
| Nurul Amira Bt Noor Azman | Social Media Influence towards Customer Visit Intention | Main supervisor | 2017-18 |
| Siti Nur Aimi Bt Mohamed Asseri | Sustaining Themed Restaurant | Main supervisor | 2017-18 |
| Wan Nor Shahiera Akiella Bt Wan Mohamad Nor | 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 TAUGHT

| | 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 |
| | FSM4304 | Advanced Food Preparation |
| 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 |
|-------------|---|---|
| 2022 | Best Paper Award & Best Presenter Award | 6 th International Hospitality and Tourism Conference |
| 2021 | Best Video Design Award | International Conference on Kaizen In Management, Education, Social Sciences And Technology (ICKMEST2021) |
| 2019 | Anugerah Perkhidmatan Cemerlang 2018 | Universiti Putra Malaysia |
| 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 |


AUDITING ROLES

| AUDIT YEAR | PROGRAMMES | ROLES |
|------------|---|--------------|
| 2023 | Master of Community Development | Head Auditor |
| 2022 | Master of Nutritional Science | Head Auditor |
| 2022 | Bachelor of Environmental Management with Honours | Head Auditor |
| 2021 | Master in Environmental and Occupational Health | Auditor |
| 2021 | Master of Food Security and Climate Change | Auditor |
| 2020 | UPM Swaaccreditation audit | Auditor |
| 2020 | Bachelor of Science in Biotechnology with Honours | Head Auditor |
| 2019 | Master of Dietetic | Auditor |
| 2019 | Bachelor of Science in Dietetics with Honours | Auditor |



MAIN ROLES AND RESPONSIBILITIES

- 2022 ● *Associate Panel Felo Bersekutu CQA UPM*
Auditor UPM programme for accreditation
Committee UPM website
Head Faculty of Food Science and Technology website
Reviewer International and local journals
- 2021 ● *Auditor UPM programme for accreditation UPM*
Committee UPM website
Head faculty of Food Science and Technology website
Committee L'apprenti Management
Reviewer International and local journals
- 2019 ● *Thesis Examiner Master Thesis University of Taylors*
Auditor UPM bachelor programme for accreditation
Head Community Project Qurban with INSTAQLIM
Reviewer International Journal of Tourism and Hospitality
Coordinator 200-hours Program BSPPM
Committee UPM website
Committee L'apprenti Management
Committee Summer Program FSTM 2019-2020
Committee Semakan Program Bachelo
- 2018 ● *Auditor UPM master programme for accreditation*
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
Comittee Enhancing Employability Program for the FSTM Graduates (2018 – 2020)
Comittee "Program Jalinan Kasih bersama Rumah Kebajikan dan Bimbingan At-Taqwa"
Embassador UPM for National Higher Education Carnival
Comittee 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 ● *Comittee Branding and Promotion FSTM*
Comittee Social Division for the International Food Research Conference 2017
Comittee Massive Open Online Courses (MOOCs)
Reviewer for the International Food Research Conference
Expert Panel L'apprenti Consultant (Restaurant)
Expert Panel Research in Restaurant Management
Comittee for the Commercialization of the L'Apprenti Food Complex
Speaker ASPer TOWARDS INDUSTRY 4.0 Program
Academic advisor FSTM undergraduates