CURRICULUM VITAE

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RESEARCH AREA: HOSPITALITY MANAGEMENT

- Human resource management in hospitality
- Talent development
- Employer branding

ACADEMIC QUALIFICATIONS

July 2015	**Universiti Putra Malaysia** Graduate School of Management Doctor of Philosophy (PhD) in Management Research Project Area: Employer brand in the hospitality industry
Dec. 2008	**Iowa State University, United States of America** College of Human Sciences Master Science of Food Service and Lodging Management Research Project Area: Communication and turnover in the hospitality industry
April 2004	**Universiti Putra Malaysia** Faculty of Food Science and Technology Bachelor Science of Food Studies Research Project Area: Consumerism
Jan. 2001	**Kurniawan Matriculation College, Cheras, Malaysia** Matriculation Certificate Biological Sciences Stream
1999	**MRSM Taiping (MARA Junior Science College Taiping), Malaysia** Malaysian Certificate of Education Pure Science Stream

PUBLICATIONS

Journal

1. Norhayati H., Salim A. A., **Mohamad, S. F**., Nursabrina M. (2023). Evaluation of consumer's knowledge, attitude, practice towards herbal tea consumption, preparation and their association with demographic profile. *MOJ Food Process Technology, 11*(2), 84–96.

2. Hussein, H., **Mohamad, S. F.***, Ishak, F. A. C., & Ghazali, H. (2023). Building blocks of chef's competency and articles distribution: A literature review. *International Journal of Academic Research in Progressive Education and Development, 12*(1), 1203–1214.

3. Hashim, S., **Mohamad, S. F.***, Halim-Lim, S. A., & Ahmat, N. H. C. (2022). Pretesting survey questionnaire: A guide on dissemination. *International Journal of Academic Research in Economics and Management and Sciences, 11*(3), 499–508.

4. Tay, K. W., & **Mohamad, S. F.** * (2022). Advantages and challenges of the gig economy: Perspective from potential hospitality employees. *Journal of Tourism, Hospitality and Culinary Arts, 14*(1), 348-363.

5. Shuhaimi, A. A. M., Karim, M. S. A., **Mohamad, S. F.**, Abidin, U. F. U. Z., & Arshad, M. M. (2022). A review on halal and kosher regulations, certifications, and industrial practices. *International Journal of Academic Research in Business and Social Sciences*, *12*(2), 182–192.

6. Wannasupchue, W., **Mohamad, S.F.**, Ishak, F.A.C. and Ungku Zainal Abidin, U.F. (2021). Challenges to obtain halal certification among restaurants in northeast Thailand. *Journal of Islamic Marketing*, *14*(2), 607-621.

7. Soffi, M. N. E., & **Mohamad, S. F.** (2021). Strategizing hospitality internship for effective implementation: Perspectives of internship coordinators. *International Journal of Academic Research in Business and Social Sciences, 11*(4), 1469–1480.

8. Sabri, K. N., **Mohamad, S. F.**, Abidin, U. F. U. Z., Ali@Hamid, M. H., & Ghazali, H. (2021). Food-based social entrepreneur mindset: A review and research direction. *International Journal of Academic Research in Business and Social Sciences, 11*(3), 1252-1262.

9. Syafinaz Ruslan, **Siti Fatimah Mohamad**, Nurul Hanisah Juhari & Muhammad Shahrim Abdul Karim. (2021). Article review: Internship satisfaction determinants among undergraduates in the service industry. *International Journal of Human Resource Studies, 11*(1), 70 – 84.

10. Foo, L.Y.*, Ghazali, H., Zawawi, D., **Mohamad, S. F.,** & Othman, M. (2020). A model linking HRM practices, service-oriented OCBs & organizational performance in Malaysian hotel industry. *Journal of Tourism, Hospitality and Culinary Arts, 12*(1), 48-68.

11. 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, 10*(4), 12-24.

12. Paudzi, E. R. Tay, K. W., **Mohamad, S. F.*** (2020). Understanding Gig Economy: Perspective of Managers and Potential Employees in the Hospitality Industry. In Habidin, N. F., Yong, S. Y. O., Tuan Chik, T. W., & Muhamad, U. A. (Eds.), *The Management of Work Performance, Safety and Entrepreneurship Trend in Malaysia* (pp. 145 – 152). Kaizentrenovation Sdn. Bhd. (EBook ISBN No. 9789671771884)

13. **Mohamad, S. F.***, Ying, L. L., Othman, M., Abidin, U. F. U. Z., Ishak, F. A. C., & Bakar, A. Z. A. (2020). Demanded competencies of the entry-level position in the restaurant industry: Employers' perspectives. *International Journal of Academic Research in Business and Social Sciences*, *10*(3), 823–835.

14. Ghazali, H., Amran, F. W., & **Mohamad, S. F.** (2020). Determinants of job stress among non-managerial restaurant employees in Klang Valley, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, *10*(3), 811–822.

15. 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*, *10*(3), 836–854.

16. Ishak, F. A. C., Zainun, N. A. A., Karim, M. S., Ungku Zainal Abidin, U. F., & **Mohamad, S. F.** (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*, *10*(3), 855–868.

17. 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 and Culinary Arts*, *12*(1), 412-424.

18. Syafinaz Ruslan*, **Siti Fatimah Mohamad**, Nurul Hanisah Juhari, & Muhammad Shahrim Abdul Karim. (2020). The influence of internship determinants on hospitality undergraduates' satisfaction level: A case of public universities in Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, *12*(1), 34-47.

19. Lee-Yen Foo*, Hazrina Ghazali, Dahlia Zawawi, **Siti Fatimah Mohamad**, Mohhidin Othman. (2020). A model linking HRM practices, service oriented OCBs & organizational performance in Malaysian hotel industry. *Journal of Tourism, Hospitality and Culinary Arts*, *12*(1), 48-68.

20. **Siti Fatimah Mohamad*,** Ungku Fatimah Ungku Zainal Abidin, Nazamid Saari, Muta Harah Zakaria, Alyani Ismail, Nor Azirawani Man. (2019). Knowledge, attitude and practice towards the implementation of outcome-based

education among the academics in Universiti Putra Malaysia. *International Journal of Engineering and Advanced Technology*, *8*(5C), 1044-1053.

21. Lim, S. A. H., Priyono, A., & **Mohamad, S. F.** (2019, April). Introducing a Six Sigma Process Control Technique in a Food Production Line: Step-by-step Guideline and Critical Elements of the Implementation. **In 2019 IEEE 6th International Conference on Industrial Engineering and Applications** (ICIEA) (pp. 338-342). IEEE.

22. Saedahtinnur Hashim, Hazrina Ghazali, **Siti Fatimah Mohamad**, Roziah Mohd Rasdi and Mohhidin Othman. (2019). The Effect of Distress and Social Support on Workplace Incivility and Turnover Intention among Malaysian Casual Dining Restaurant Employees: A Proposed Framework. *International Journal of Academic Research in Business and Social Sciences*, *9*(6), 1094–1103.

23. Wannasupchue, W.*, Othman, M., Abidin, U. F. U. Z., Ishak, F. A. C., & **Mohamad, S. F.** (2019). Current Trends and Opportunities for Halal Restaurants in Thailand: A Conceptual Framework. *International Journal of Academic Research in Business and Social Sciences*, *9*(1), 235–247.

24. Wannasupchue, W.*, Othman, M., Ishak, F. A. C., Abidin, U. F. U. Z., & **Mohamad, S. F.** (2019). A Conceptual Paper for Development of Halal Food Service System in Thailand. *International Journal of Asian Social Science*, *9*(1), 96-105.

25. **Mohamad, S. F.**, Nasiruddin, S. K., Lim, S. A. H., & Ruslan, S. (2019). Supply and Demand of the Entry-level Job Competencies in the Hotel Industry. *Journal of Business and Social Review in Emerging Economies, 5*(1), 181-190.

26. **Mohamad, S. F.***, Sidin, S. M., Dahlia, Z., Ho, J. A. and Boo, H. C. (2018). Conceptualization of employer brand dimensions in Malaysia luxury hotels. *International Food Research Journal, 25*(6), 2275-2284.

27. Majid, M. A. A.*, **Mohamad, S. F**., Lim, S. A. H., & Othman, M. (2018). Piloting for the multidimensional job satisfaction instrument in the offshore work setting. *The Journal of Social Sciences Research*, 6, 37-44**.**

28. Majid, M. A. A.*, Othman, M., **Mohamad, S. F**., & Lim, S. A. H. (2018). Achieving data saturation: Evidence from a qualitative study of job satisfaction. *Social and Management Research Journal.* 15(2), 65 – 77.

29. **Mohamad, S. F.***, Osman, M. N., & Ishak, F. A. C. (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), 331–349.

30. Amran, F. W., Ghazali, H.*, & **Mohamad, S. F.** (2018). Perceived level of stress among casual dining restaurant employees in Klang Valley. *International Journal of Modern Trends in Social Sciences, 1(2), 09-14.*

31. Majid, M. A. A.*, Othman, M., **Mohamad, S. F**., & Lim, S. A. H. (2017). Employee satisfaction with offshore catering job: Piloting for interviews.

International Journal of Academic Research in Business and Social Sciences, 7 (10), 729-737.

32. Majid, M. A. A.*, Othman, M., **Mohamad, S. F**., Lim, S. A. H., & Yusof, A. (2017). Piloting for interviews in qualitative research: Operationalization and lessons learnt. *International Journal of Academic Research in Business and Social Sciences, 7* (4), 1073-1080.

33. Nor Ellyna Razali*, Ungku Fatimah Ungku Zainal Abidin, Mohhidin Othman, **Siti Fatimah Mohamad** (2017). Halal management system in restaurant operation Identifying the motivational factors. *Journal of Tourism, Hospitality & Culinary Art, 9* (2), 529-540.

Chapter in book

1. **Siti Fatimah Mohamad***, Samsinar Md Sidin, Ho Jo Ann, Boo Huey Chern and Dahlia Zawawi. 2012. *The Employer Brand Importance and Dimensions: A Review and Future Direction* In: (Ed., Wong Foong Yee, Ho Jo Ann, Zahira Mohd Ishan and Zuraina Dato Mansor), Emerging issues in Management. McGraw Hill. Pp. 90-100.

Intellectual Property

1. Employer Brand Questionnaire for Hotel Employees in Malaysia (English Version). MyIPO Copyright Filing No. LY2017004147 (2017)

2. Employer Brand Questionnaire for Bank Employees in Malaysia (English Version). MyIPO Copyright Filing No. LY2017004135. (2017)

3. Employer Brand Questionnaire for University Employees in Malaysia (English Version). MyIPO Copyright Filing No. LY2017004134. (2017)

4. Borang Soal Selidik Penjenamaan Majikan bagi Pekerja Universiti di Malaysia (Versi Bahasa Melayu). MyIPO Copyright Filing No. LY2017004131. (2017)

5. Borang Soal Selidik Penjenamaan Majikan bagi Pekerja Hotel di Malaysia (Versi Bahasa Melayu). MyIPO Copyright Filing No. LY2017004133. (2017)

6. Borang Soal Selidik Penjenamaan Majikan bagi Pekerja Bank di Malaysia (Versi Bahasa Melayu). MyIPO Copyright Filing No. LY2017004132. (2017)

Proceedings/ Conference Attended

1. Khairun Najihah Sabri, **Siti Fatimah Mohamad**, Ungku Fatimah Ungku Zainal Abidin, Hazrina Ghazali, Mass Hareeza Ali@Hamid. (2023). *Scale development: Item generation on for food-based social entrepreneurs' mindset in Malaysia*. Attending the 4th Internatonal Conference on Business, Economics, and Finance (ICBEF) 2023. 18 – 19 September 2023, Universiti Brunei Darussalam, Brunei.

2. Mior Ahmad Aminuddin Mior Salehuddin, **Siti Fatimah Mohamad**, Ainul Zakiah Abu Bakar, Farah Adibah Che Ishak. (2023). *Navigating managerial competencies in the hospitality and tourism industry: A systematic literature review (2000 - 2021)*. Attending the Penang International Conference on Hospitality 2023 (PItCH 2023). 13 – 14 September 2023, Hotel Parkroyal Pulau Pinang.

3. Norhayati H., Siti Fatimah M., & Engku Ahmad Emran, E. A. Z. (2022). *Consumer Knowledge and Consumption Pattern of Chocolate in Malaysia*. Proceedings of 2nd International Conference on Coffee and Cocoa. 7 – 8 April 2022, Bogota, Colombia.

4. Khairun Najihah Sabri, **Siti Fatimah Mohamad**, Ungku Fatimah Ungku Zainal Abidin, Hazrina Ghazali, Mass Hareeza Ali@Hamid. (2022). *Food-based Social Entrepreneurial Mindset: Exploring the Malaysian context*. Attending 6th International Hospitality & Tourism Conference (IHTC) 2022. 7 – 10 December 2022, Kota Kinabalu, Sabah.

5. Sabrina Mohd Hashim, **Siti Fatimah Mohamad**, Sarina Abdul Halim Lim, & Nur'hidayah Che Ahmat. (2022). *Factors influencing career exploration goal among hospitality and tourism diploma students from private colleges in Klang Valley: A research agenda.* Proceedings of the Asia-Pacific Council on Hotel, Restaurant & Institutional Education Conference 2022 (APacCHRIE 2022 Conference). 23 – 25 May 2022.

6. Khairun Najihah Sabri, **Siti Fatimah Mohamad**, Ungku Fatimah Ungku Zainal Abidin, Mass Hareeza Ali@Hamid, & Hazrina Ghazali. (2022). *Creating undergraduates' mindsets to become social entrepreneurs: A research agenda.* Proceedings of the Asia-Pacific Council on Hotel, Restaurant & Institutional Education Conference 2022 (APacCHRIE 2022 Conference). 23 – 25 May 2022.

7. Syafinaz Ruslan, **Siti Fatimah Mohamad**, Nurul Hanisah Juhari, & Muhammad Shahrim Abdul Karim. (2022). *Factors influencing internship satisfaction and self-perceived competence: Perspectives from Malaysian hospitality undergraduates.* Proceedings of the Asia-Pacific Council on Hotel, Restaurant & Institutional Education Conference 2022 (APacCHRIE 2022 Conference). 23 – 25 May 2022.

8. Haslina Hussein, **Siti Fatimah Mohamad**, & Farah Adibah Che Ishak. (2022). *A research agenda to sustain chef career during COVID-19 using complexity theory: A case study of Klang Valley luxury hotels*. Proceedings of the Asia-Pacific Council on Hotel, Restaurant & Institutional Education Conference 2022 (APacCHRIE 2022 Conference). 23 – 25 May 2022.

9. Norhayati H., **Siti Fatimah M.**, & Engku Ahmad Imran E. A. Z. (2022). *Consumer knowledge and consumption pattern of chocolate in Malaysia*. Proceedings of the 2nd International Conference on Coffee and Cocoa. 7 – 8 April 2022.

10. Khairun Najihah Sabri*, **Siti Fatimah Mohamad**, Ungku Fatimah Ungku Zainal Abidin, Mass Hareeza Ali@Hamid. (2020). *Food-based social*

entrepreneur mindset: A review and research direction. Proceedings of the International E-Conference on New Normal in Education 2020 (eISBN 978-967-195160-0-6). 28 – 29 November 2020.

11. **Mohamad, S.F.***, Ying, L.L., Ong, S.C. , Soffi, M.N.E. and Ishak, F.A.C. **University representative** in presenting a paper entitled *Understanding industrial revolution 4.0: Perspective of hotel and restaurant managers in Klang Valley, Malaysia* at the Southeast Asian University Consortium for Graduate Education in Agriculture and Natural Resources (UC) First Faculty Forum. 23 – 24 July 2019, **SEARCA**, **University of the Philippines Los Baños, Philippines.**

12. **Mohamad, S.F.***., Ying, L.L., Othman, M., Ungku Zainal Abidin, U. F. and Che Ishak, F. A. (2019). *Exploring fresh graduates' competencies demanded in the restaurant industry.* Proceedings of the 2nd International Food Research Conference (eISBN 978-967-960-457-3). 27 – 29 August 2019, The Everly Putrajaya.

13. Ishak, F.A.C.*, Zainun, N.A.A, Ungku Zainal Abidin, U.F., and **Mohamad, S.F** (2019). *Exploring authentic dining experience in themed restaurant.* Proceedings of the 2nd International Food Research Conference (eISBN 978-967-960-457-3). 27 – 29 August 2019, The Everly Putrajaya.

14. Ahmad, A.N., Rahman, R.A., Othman, M., Che Ishak, F. A., **Mohamad, S. F.**, and Ungku Fatimah, U.Z.A.* (2019). *The relationship between halal food management system critical constructs, operational performance and product quality.* Proceedings of the 2nd International Food Research Conference (eISBN 978-967-960-457-3). 27 – 29 August 2019, The Everly Putrajaya.

15. **Mohamad, S. F.*,** Nasiruddin, S. K., & Lim, S. A. H. (2018). *Supply and demand of the entry-level job competencies in the hotel industry*. Proceedings of the 3rd International Research Conference on Economics, Business and Social Sciences. 9 – 10 November 2018, University of Malaya, Kuala Lumpur.

16. Wannasupchue, W.*, Othman, M., Che Ishak, F. A., Zainal Abidin, U. F., & **Mohamad, S. F.** (2018). *A conceptual paper for development of halal food service system in Thailand.* Proceedings of the International Symposium on Business and Management. 1 – 3 April 2018, Osaka, Japan.

17. Ruslan, S., **Mohamad, S.F.*,** and Othman, M. (2017). *Internship satisfaction factors and instruments: A review and research directions for the undergraduate hospitality programs*. Proceedings of the International Food Research Conference 2017. 25 – 27 July 2017, Serdang, Selangor.

18. Majid, M. A. A.*, Othman, M., **Mohamad, S. F.,** and Lim, S. A. H. (2017). *Pilot interviews of job satisfaction with offshore catering employees*. Proceedings of the International Food Research Conference 2017. 25 – 27 July 2017, Serdang, Selangor.

19. **MohamadSF, S. F.*,** Sidin, S. M., Dahlia, Z., Boo, H. C., Ho, J. A., & Abdul Salam, S. S. (2017). *The impact of employer brand discrepancy and employer attraction on employer brand loyalty*. In Husnain Iqbal, & Anura Azlan Shah (Eds). Paper presented at the 3rd International Conference on Advanced Research in Business and Social Sciences 2017, Aseania Resort & Spa Langkawi, Malaysia, 29 – 30 March 2017 (pp. 179-184). Petaling Jaya: Panoply Consultancy.

20. **Siti Fatimah Mohamad***, Samsinar Md Sidin, Dahlia Zawawi, Faridah Ahmad, & N. Nashuki (2016). *Ten dimensions of employer brand: Perspective of hotel employees.* Proceedings of the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.

21. **Siti Fatimah Mohamad***, Mohhidin Othman, & Syafinaz Ruslan (2016). *The development of undergraduate curriculum survey and its effect on the self-perceived competence and work readiness*. Proceedings of the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.

22. Nor Ellyna Razali*, Ungku Fatimah Ungku Zainal Abidin, Mohhidin Othman, and **Siti Fatimah Mohamad** (2016). *Critical success factors in implementing halal management system on foodservice.* Proceedings of the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.

23. Majid, M. A. A*., Othman, M., **Mohamad, S. F**., & Lim, S. A. H. (2016). *Development and validation of job satisfaction instrument for offshore catering employees in Malaysia.* Proceedings of the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.

24. **Mohamad, S. F**.* and Md Sidin, S. (2015) *Exploring employer branding in Malaysia banking and hotel industries.* Proceedings of the International Conference of Natural Resources, Tourism and Service Management. 14 – 16 April 2015, Sabah, Malaysia.

25. **Mohamad, S. F.*** and Md Sidin, S. *The impacts of employer brand offering and delivery in the Malaysia luxury hotels*. Proceedings of the International Management Conference. 14-15 December 2013, Terengganu, Malaysia.

26. **Siti Fatimah Mohamad*,** Samsinar Md Sidin, Ho Jo Ann, Boo Huey Chern and Dahlia Zawawi (2011). *Employer brand: An integrative review of its dimensions, significances, and measurement*s. Proceedings of the International Management Conference. 16-17 April 2011, Terengganu, Malaysia.

RESEARCH PROJECTS

No.	Research Project	Project Title	Role	Year	Source of fund	Status
1.	GP-IPS	Unveiling the dynamics of career choice and retention factors among Malaysian hospitality fresh graduates	Project leader	2023 - 2025	Universiti Putra Malaysia (RM20,000.00)	Ongoing
2.	FRGS	Modelling a mindset framework for food-based social entrepreneurs: Towards sustainable local food security and social well-being	Project leader	2020 - 2024	Ministry of Higher Education Malaysia (RM70,000.00)	Ongoing
3.	GP-IPM	The supply and demand of hospitality graduates competencies: How to strategize internship programs in facing the Fourth Industrial Revolution?	Project leader	2018 - 2021	Universiti Putra Malaysia (RM39,978.00)	Completed
4.	GP-IPS	Internship determinants and its impact on internship satisfaction and work readiness among hospitality undergraduates in Malaysia	Project leader	2017 - 2021	Universiti Putra Malaysia (RM19,300.00)	Completed
5.	GIPP	Identifying the knowledge, attitude and practice among the academics in the implementation of outcome-based education in Universiti Putra Malaysia	Project leader	2016 - 2019	Centre for Academic Development (CADe), Universiti Putra Malaysia (RM15,000.00)	Completed
6.	GP-IPS	Development and validation of job satisfaction instrument for offshore catering employees in Malaysia	Co-researcher	2017 - 2019	Universiti Putra Malaysia (RM14,400.00)	Completed
7.	GP-IPS	Critical success factors for implementing halal management system in food in food service operations	Co-researcher	2017 - 2018	Universiti Putra Malaysia (RM14,000.00)	Completed
8.	ERGS	Exploring employer brand dimensions toward employer brand loyalty	Co-researcher	2013 - 2016	Ministry of Higher Education Malaysia (RM100,000.00)	Completed

TEACHING EXPERIENCE

Course	Code	Program	Semester
Strategic Human Resource Management in Food Service	FSM5703	Postgraduates (MSc. and Ph.D.) in Food Management / Food Service Management	Semester II 2021/2022
Human Resource Management in Food Service	FSM3609	Bachelor of Science (Food Service Management) with Honours	Semester II 2022/2023 Semester II 2021/2022 Semester II 2020/2021
Human Resource in Foodservice	FSM3602	Bachelor of Science (Foodservice Management)	Semester II 2020/2021 Semester I 2020/2021 Semester I 2019/2020 Semester I 2018/2019 Semester I 2017/2018 Semester I 2016/2017
Foodservice Strategic Management	FSM4607	Bachelor of Science (Foodservice Management)	Semester I 2023/2024 Semester II 2022/2023 Semester II 2017/2018
Strategic Management in Food Industry	FSM4601	Bachelor of Science (Food Studies)	Semester I 2023/2024 Semester I 2022/2023 Semester I 2021/2022 Semester I 2020/2021 Semester I 2019/2020
Food and Beverage Management	FSM4702	Bachelor of Science (Foodservice Management)	Semester II 2022/2023 Semester II 2020/2021 Semester II 2019/2020 Semester II 2018/2019 Semester II 2015/2016
Foodservice Management and Cost Control	FSM3604	Bachelor of Science (Foodservice Management)	Semester II 2018/2019 Semester II 2016/2017
Contract and Franchise in Foodservice	FSM4804	Bachelor of Science (Foodservice Management)	Semester II 2017/2018
Foodservice Industrial Law	FSM4803	Bachelor of Science (Foodservice Management)	Semester II 2016/2017 Semester II 2015/2016
Menu Development	FSM3501	Bachelor of Science (Foodservice Management)	Semester I 2017/2018

Fundamental Laboratory for Food Preparation	FSM3303	Bachelor of Science (Foodservice Management)	Semester I 2017/2018 Semester I 2016/2017
Seminar	FSM4977	Bachelor of Science (Foodservice Management)	Semester I 2023/2024 Semester II 2016/2017
Industrial Pre-training	FSM4902	Bachelor of Science (Foodservice Management)	Semester I 2021/2022

SUPERVISION ROLES

No.	Name of Student	Matrics No.	Level	Role of supervision	Research Title	Year
1.	Nur Farhani Fadrul Hisham	GS67683	Master	Main Supervisor	Unveiling the dynamics of career choice and retention factors among Malaysian hospitality fresh graduates	2023 - Present
2.	Syafinaz binti Ruslan	GS65483	PhD	Main Supervisor	Structured competency-based internship program for food service undergraduate students	2022 - Present
3.	Sabrina Mohd Hashim	GS59240	Master	Main Supervisor	Factors influencing career exploration goal among hospitality and tourism diploma students from private colleges in Klang Valley	2020 - Present
4.	Haslina Hussein	GS59444	Master	Main Supervisor	Challenges and strategies in sustaining chef career during COVID-19.	2020 - Present
5.	Khairun Najihah bt Sabri	GS56477	PhD	Main Supervisor	Modelling a mindset framework for food-based social entrepreneurs	2019 - Present
6.	Wannasiri Wannasupchue	GS47953	PhD	Main Supervisor	Exploring the readiness of food service outlets in Northeastern, Thailand towards establishing halal food service system	2017 – 2021 (Graduated)
7.	Syafinaz binti Ruslan	GS46706	Master	Main supervisor	Internship determinants and its impact on internship satisfaction and self-perceived competence among hospitality undergraduates in Malaysia	2017 – 2021 (Graduated)
8.	Mohd Aliff bin Abdul Majid	GS45311	PhD	Co-Supervisor	Development and validation of job satisfaction instrument of offshore catering crew in Malaysia	2016 – 2019 (Graduated)
9.	Mohd Amar Ridham bin Othman	GS61818	PhD	Co-Supervisor	Factors influence mental health issues among employees in the Malaysia fast food industry	2022 - Present
10.	Amarul Arief Mohd Shuhaimi	GS55949	PhD	Co-Supervisor	Exploring Career Development of Halal Executives in Malaysia's Food Industry	2019 - Present
11.	Saedahtinnur binti Hashim	GS48583	PhD	Co-Supervisor	The effect of emotional exhaustion and job resource on work place incivility and turnover intention among employees of casual dining restaurant	2018 - Present
12.	Foo Lee Yen	GS37092	PhD	Co-Supervisor	The relationship between human resource management practices and organizational performance in services sector in Malaysia	2013 - Present

13. Farah Wahida binti Amran	GS47148	Master	Co-Supervisor	Influence of working environment, workload and job autonomy towards job stress among casual dining restaurant employees in Klang Valley, Malaysia	2017 – 2019 (Graduated)
14. Nor Ellyna binti Razali	GS45398	Master	Co-Supervisor	Critical success factor in implementation of halal certification management system in restaurant	2016 – 2020 (Graduated)
15. Nurul Najihah binti Azalanzazllay	GS51090	Master	Co-Supervisor	Assessing the readiness of the halal food industry in Malaysia to implement lean six sigma approach	2017 – 2021 (Graduated)

WORK EXPERIENCES

9 July 2015 - Present	**Senior Lecturer** Department of Food Service Management (JPKM) Faculty of Food Science & Technology (FSTM) Universiti Putra Malaysia 43400 Serdang, Selangor, Malaysia.
19 Sept. 2005 – 8 July 2015	**Tutor** Department of Food Service Management Faculty of Food Science & Technology Universiti Putra Malaysia 43400 Serdang, Selangor, Malaysia.
Jan. 2008 – May 2008	**Research Assistant** USDA Research Project in Collaboration with Iowa State University (Food Safety in United States Schools) Iowa State University Ames, Iowa 50011, United States of America
May 2004 – Sept. 2005	**Assistant Purchasing Officer** Solid Partners Sdn. Bhd. 31-2, Jalan Kasturi 3, Plaza Kasturi, Off Jalan Balakong, 43200 Cheras, Selangor, Malaysia.

ADDITIONAL ROLES AND RESPONSIBILITIES FOR THE CURRENT POSITION

** FSTM - Faculty of Food Science & Technology*
JPKM - Department of Food Service Management
UPM – Universiti Putra Malaysia

2023	• Head of Secretariat for the ASEAN Workshop on Sustainable Heritage Food Packaging and Commercialisation for the World Market • External Academic Advisor for the programme of Certificate in Hotel Operations and Bachelor in Business (International Hotel and Resort Management) Blue Mountain, INTI International College Subang • External Programme Assessor for the Bachelor of Food Service Management with Culinary Arts (Honours) in collaboration with CY Cergy Paris Université, France • Certified Talent Development Manager by the Malaysian Institute of Human Resource Management • Full Member of the Malaysian Food and Beverage Executives Association • Ordinary Member of the Malaysian Institute of Human Resource Management • Primary Reviewer for the Ethics Committee for Research Involving Human Subjects Universiti Putra Malaysia • Editorial Board and Reviewer of the Journal of Tourism, Hospitality and Environment Management • Committee of the UPM Teaching and Learning Innovation • Director for the One-Year Faculty Employability Program – Primed for Success (Series XV) • Committee of the Curriculum Review for Bachelor Science of Food Service Management with Honours • Committee for the 3rd Penang International Conference on Hospitality 2023 • Committee for the 3rd International Food Research Conference 2024
2022	• Interview Panel of the *Program Hadiah Latihan Persekutuan dan Cuti Belajar Bergaji Penuh* by the Public Service Department Malaysia • Editorial Board and Reviewer of the Journal of Tourism, Hospitality and Environment Management • External Academic Advisor for INTI International College Subang (Certificate in Hotel Operations Program and Bachelor in Business International Hotel and Resort Management Blue Mountain) • Panel of External Programme Assessor for Bachelor of Food Service Management with Culinary Arts (Honours) INTI International College Subang in collaboration with CY Cergy Paris University, France • Program Advisor for Diploma in Culinary Art, ERT Vocational College Setapak • Examiner for PhD thesis - Muhammad Fauzi Bin Mokhtar from Universiti Teknologi MARA (UiTM) • Interview panel for the FSTM contract lecturer • Director for the Faculty Employability Program and #WalkWithMe Program (in collaboration with TalentCorp and MNC of FMCG industry) • Director for the One-Year Faculty Employability Program – Primed for Success (Series XV) • Director for the Faculty Mobility Program Know your Neighbour 3.0: Making the Most of Your Internship (KyN 3.0) with the Prince of Songkla University (PSU) Phuket Campus, Thailand • Speaker for the Muslim FoodPreneur@Foodservice 2022 (module Food Service Business Concept) organized by FSTM, Wakaf, Zakat and Endowment

	Management Center (WAZAN UPM) and Centre of Entrepreneurial Development and Graduate Marketability (CEM UPM) • Reviewer for UiTM e-Academia Journal • Coordinator for the JPKM Visiting Professor Program (The U.S. Department of State Fulbright Specialist Program) • Coordinator for the FSTM postgraduate mobility program • FSTM Assessor for the Fundamental Research Grant Scheme (FRGS) Application • Moderator for the focus group workshop "Supporting Female Academics in Research and Publication" funded by The Association of Commonwealth Universities Research Grant
2021	• Editorial Board and Reviewer of the Journal of Tourism, Hospitality and Environment Management • Program Advisor for Diploma in Culinary Art, ERT Vocational College Setapak • Director for the Faculty Employability Program and #WalkWithMe Program (in collaboration with TalentCorp and MNC of FMCG industry) • Expert Jury for the FSTM New Food Product Development Competition • Jury for the Best Presenter Award at the International Joint Conference on Hospitality and Tourism 2021 • Interviewer for the Mock Interview e-Sirih Pulang ke Gagang (eSPKG) MRSM Taiping • Coordinator for the Program Self-Review Report (PSRR) of Bachelor Science of Food Service Management with Honours • Coordinator for the JPKM Visiting Professor Program • Technical Reviewer for the 3rd Penang International Multidisciplinary Conference 2021 • Committee member of the UPM Teaching and Learning Innovation • Committee member of the New Program Development for the Master Science in Culinary Science with Nutrition (FSTM) • Committee member of the FSTM Muslim Foodpreneur@Foodservice • Committee member of the FSTM Quality Assurance for Teaching and Learning • Committee member of the L'apprenti Brand Management • Committee member of the FSTM Postgraduate Studies • Committee member of the FSTM Undergraduate Curriculum • Committee member of the FSTM Industrial Networking, Community and Alumni • Committee member of the FSTM Mobility • Committee member of the Alumni Sharing Experience 2.0 Program

2020	• Editorial Board of the Journal of Tourism, Hospitality and Environment Management • Reviewer for International Journal of Gastronomy and Food Science • Reviewer for Journal of Tourism, Hospitality and Environment Management • Reviewer for International Journal of Advanced and Applied Sciences • External Examiner for the Diploma Program in Culinary Art, ERT Vocational College Setapak • Director for the 3-year Program of Enhancing Employability for the FSTM Graduates • Coordinator for the Curriculum Review for the Bachelor Science of Food Service Management program • Judge for the new Food Product Development (FST4828) FSTM • Speaker for the Survey Research Methods Seminar (topic Survey Design and Administration) organized by the FSTM • Committee member of the Committee member of the L'Apprenti Brand Management • Committee member of the New Program Development for the Master Science in Culinary Science with Nutrition (FSTM) • Committee member for the L'apprenti Branding Management • Assistant Chairman for the PhD Thesis Examination Committee (Mohd Nazri bin Abdul Raji, GS46808)
2019	• Judge for the Product Innovation Competition Politeknik Metro Kuala Lumpur • Member of Malaysian Institute of Human Resource Management • Assistant chairman of PhD Viva (Mahshid Ebrahimian GS36715) • Director for the 3-year Program of Enhancing Employability for the Faculty of Food Science & Technology (FSTM) Graduates • Coordinator of the University Mobility Program • Coordinator of the Curriculum Review for the Bachelor Science of Foodservice Management • Speaker for the Program Inkubasi Usahawantani organized by the Faculty of Agriculture UPM (Subject: Human Resource Management and Marketing) • Committee member of the Promotion for the 2nd International Food Research Conference 2019 • Technical Reviewer for the 2nd International Food Research Conference 2019 • Committee member of the Branding and Promotion for the FSTM • Committee member of the Curriculum Development for the Master Science of Culinary with Nutrition • Committee member of the Courses Review for the Faculty Postgraduate Program (by Research)
2018	• Interview Panel of the *Program Hadiah Latihan Persekutuan dan Cuti Belajar Bergaji Penuh* by the Public Service Department Malaysia • Director for the 3-year Program of Enhancing Employability for the FSTM Graduates • Director of the "Program Jalinan Kasih bersama Rumah Kebajikan dan Bimbingan At-Taqwa" • Facilitator of the UPM Putra Success Program • FSTM Representative for the National Higher Education Carnival • Coordinator of Promotional Video of the Programs of the FSTM • Coordinator of the Bachelor Science of Foodservice Management Curriculum Review

	• Head of the Promotion Committee for the Innovation Day of Student's Menu of the Bachelor Science (Foodservice Management) • Coordinator of the University Mobility Program • Organizer of the Primed for Success Program: Build Amazing LinkedIn Profiles to Successfully Get Hired • Committee member of the Branding and Promotion FSTM • Committee member of the Promotion of International Food Research Conference 2019 • Head of Welfare Bureau for the Welfare and Sport Club FSTM • Academic advisor for the undergraduates of FSTM
2017	• Head of the Promotion Division for the International Food Research Conference • Reviewer of the International Food Research Conference • Coordinator of the Bachelor Science of Foodservice Management Curriculum Review • Coordinator of the University Mobility Program • Committee member of the Task Force Business Plan Development for FSTM • Committee member of the Commercialization of the L'Apprenti Food Complex • Committee member of the Branding and Promotion for FSTM • Panel for the undergraduate viva FSTM • Panel for the undergraduate final year project FSTM • Panel for the undergraduate seminar FSTM • Academic advisor for the undergraduates of FSTM
2016	• Head for the Committee of the Bachelor Science of Foodservice Management Promotional Program • Program Coordinator of Universiti Putra Malaysia Asasi Education Fair • Coordinator of the Committee of Bachelor Science of Foodservice Management • Secretary and Head of the Secretariat Committee for the International Foodservice Graduate Research Colloquium • Committee member of the International Food Research Conference • Reviewer of the International Foodservice Graduate Research Colloquium • Panel of the undergraduate viva FSTM • Panel of the undergraduate final year project FSTM • Academic advisor for the undergraduates of FSTM
2015	• Panel of the FSM3303: Fundamental Laboratory for Food Preparation • Panel of the postgraduate seminar FSTM • Invigilator for SKP2203: Tamadun Islam dan Tamadun Asia • Coordinator of Student Mobility Program FSTM to Bangkok, Thailand • Committee member of Reviewing Curriculum Program for Bachelor Science of Food Studies - BS(PMK) (Marketing),
2014	• Secretary and Secretariat Committee of International Postgraduate Research Colloquium • Committee member of Reviewing Curriculum Program for Bachelor Science of Food Studies - BS(PMK) (Marketing)

EXTRA CURRICULARS AND AWARDS

2023	• Best presenter of the 3rd Penang International Conference on Hospitality (PItCH) 2023
2022	• Best presenter of the 6th International Hospitality & Tourism Conference (IHTC) 2022 • Best paper award of the 6th International Hospitality & Tourism Conference (IHTC) 2022 • 2nd Runner up Award (Academic) of The Asia-Pacific Council on Hotel, Restaurant & Institutional Education Conference 2022 (APacCHRIE 2022 Conference)
2020	• Universiti Putra Malaysia Excellent Service Award for 2019 • Certified Talent Development Manager (MIHRM)
2019	• Representative of Universiti Putra Malaysia to the First Faculty Forum of The Southeast Asian University Consortium for Graduate Education in Agriculture and Natural Resources at the University of the Philippines Los Banos, Laguna, Philippines (23 – 24 July 2019)
2018	• Best paper award for the 4th International Hospitality & Tourism Conference 2018 entitled *Exploring the competencies perceived by the hospitality undergraduates in public and private universities.*
2018	• Affiliate Member of Malaysian Institute of Human Resource Management
2016	• Member of "Misi 3D UPM Volunteer"
2011 – 2012	• Member of Institute of Marketing Malaysia
2009 – 2012 2006 – 2008	• Recipient for Graduate Program Scholarship (Master Science and Ph.D.) from the Ministry of Higher Education Malaysia.
2007 – 2008	• Recipient for P.E.O. International Peace Scholarship, from Philanthropic Educational Organization (P.E.O.) Sisterhood, United States of America. • Recipient for Alice M. Ford Family Consumer Science Scholarship, from College of Human Sciences, Iowa State University, United States of America. • Recipient for Helen G. Easter Family Consumer Science Scholarship, from College of Human Sciences, Iowa State University, United States of America. • Vice President of Graduate Students Association of Hospitality Management, College of Human Sciences, Iowa State University, United States of America.
2006 – 2007	• Excellence Service Award, Faculty of Food Science and Technology, Universiti Putra Malaysia.
2001 – 2003	• Recipient for Universiti Putra Malaysia Dean's List for Nov. 2003-2004, May 2003-2004, May 2002-2003, and May 2001-2002. • Committee member of 25th Anniversary and Faculty Open Day
1998 - 2000	• Representative for Junior Science Research Competition among MARA Junior Science Colleges • First Place in Junior Science Research (Chemistry) MRSM Taiping, Malaysia

REFERENCES

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