



SITI NURHAYATI KHAIRATUN

CONTACT

ADDRESS:

Faculty of Food Science & Technology
Department of Food Service & Management
Universiti Putra Malaysia
Jalan Universiti 1
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RESEARCH NETWORKS

ORCID:

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LinkedIn:

www.linkedin.com/in/siti-nurhayati-khairatun-511254115

ResearchGate:

<https://www.researchgate.net/profile/Siti-Nurhayati-Khairatun-3>

Scopus:

57940413000

Website:

<https://sites.google.com/upm.edu.my/sitinurhayatikhairatun/home>

AREA OF RESEARCH INTERESTS

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

EXPERTISE FOCUS

- Policy Research
- Food Service Training
- Integrity and Anti Bribery

EDUCATION

Iowa State University, USA

PhD in Hospitality Management; minor in Food Sciences

Universiti Teknologi MARA (UiTM) Shah Alam Campus

Master in Gastronomy

Universiti Teknologi MARA (UiTM) Shah Alam Campus

Bachelor of Science in Culinary Arts Management

International Islamic University Malaysia, Gombak Campus

LL. B (Hons)

WORK EXPERIENCES

Universiti Putra Malaysia, Serdang Campus

Senior Lecturer [June 2018 - present]

Iowa State University, USA

Teaching Assistant [Aug 2015 - Dec 2017]

Lesofi Edar Niaga, Melaka

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

Satri & Co., Melaka Branch

Advocate & Solicitor [Jan 2002 - Dec 2004]

Lachman Lalchand & Associates, Kuala Lumpur Branch

Student in Chamber; Advocate & Solicitor [Jan 1999 - Dec 2001]

CERTIFICATIONS

Ministry of Agriculture, Forestry and Fisheries of Japan

Japan Food Safety Management & Auditing

HRDCorp

HRD Certified Trainer: 13622

Malaysian Export Academy

Export Certified Professional

Graduate College, Iowa State University, USA

- Food Safety & Defense Graduate Certificate
- Graduate Certificate in Instructional Design
- Graduate Student Teaching Certificate

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

Certificate in Developing a Teaching Portfolio

TEACHING EXPERIENCES

Universiti Putra Malaysia, Serdang Campus

Courses

- Fundamental laboratory for food preparation
- Theory on food preparation
- Food service industrial law
- Contract & franchise in food service
- Beverages & bar management
- Operation management in food service
- Integrity and anti-corruption

Subtopics

- Wastewater management in Malaysia: An overview of its regulations & policies
- Trade descriptions practices in foodservice industry
- Food industry in Malaysia: Licensing & certification
- Functional food: Labeling regulation and enforcement

Iowa State University, USA

Subtopics

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

Various Government Agencies & Private Sectors

Public culinary classes

- Western cuisine
- Malay cuisine
- Bread & pastry

PROFESSIONAL AFFILIATIONS

Institute of Tropical Agriculture and Food Security, UPM

Food Security Policy

Halal Products Research Institute, UPM

Regulatory Framework Enhancement and Policy Alignment

QUVAE Research and Publications Pvt Ltd

Professional Member (QVP2696)

World Food Travel Association

Professional Member (2022)

Qualitative Research Association of Malaysia

Life Member (L499/2019)

American National Restaurant Association

Certified Servsafe Instructor & Proctor (2016-2020)

American Hotel & Lodging Educational Institute

Certified Hospitality Educator (CHE)

High Court of Malaya

Advocate & Solicitor (not practicing)

EDITORIAL WORKS

2026

Abstract Reviewer

- (039-025; 078-062; 094-076) 4th International Food Research Conference 2026

2025

Article Reviewer

- (1695671) Frontiers in Public Health
- (JSSH-9419-2025) Journal of Social Science and Humanities
- (8072-1) Advances in Agricultural and Food Research Journal
- (#25745) ASEAN Journal of Hospitality and Tourism
- (AHSE-48) Hawaiian University International Conference
- (MJMHS-2025-0458) Malaysian Journal of Medicine and Health Sciences
- (JFDS-2024-2881) Journal of Food Science

Abstract Reviewer

- (#1, #2 and #4) Malaysia International Halal Research & Education Conference 2025 (Mihrec 2025)
- (#64 and #113) 6th International Conference on Applied Sciences, Information and Technology (ICo-ASCNITech) 2025
- (#16 and #20) Current Business Issues in African Countries (CBIAC) 2025 Conference

2024

Article Reviewer

- (1416554) Frontiers in Nutrition
- (ORS1110) Mindanao Journal of Science and Technology
- Two chapters for IGI Global Book Chapter
- (FOODPOLICY-D-24-00490) Food Policy
- (1269-1270) IJUM Journal of Case Studies in Management
- (Ms-AJAEES-116335) Asian Journal of Agricultural Extension Economics and Sociology
- (Ms-JEAI-116334) Journal of Experimental Agriculture International
- (24-0016) Asian Journal of Case Research
- (76544-1) ASEAN Journal on Hospitality and Tourism
- (CIT-14922) Current Issues in Tourism

Abstract Reviewer

- (3rd IFRC 2024: 264-251) 3rd International Food Research Conference 2024
- (3rd IFRC 2024: 123-104) 3rd International Food Research Conference 2024
- (3rd IFRC 2024: 016-087) 3rd International Food Research Conference 2024
- (3rd IFRC 2024: 105-082) 3rd International Food Research Conference 2024
- (3rd IFRC 2024: 077-081) 3rd International Food Research Conference 2024
- (3rd IFRC 2024: 039-056) 3rd International Food Research Conference 2024
- (3rd IFRC 2024: 062-048) 3rd International Food Research Conference 2024
- (HUIC-39) Hawaii University International Conferences 2024
- (HUIC-139) Hawaii University International Conferences 2024

2023

Article Reviewer

- (FCT-104) 3rd Penang International Conference on Hospitality 2023
- (CIT-13330) Current Issues in Tourism
- (AJC-2022-0419) Asian Journal of Management Cases
- (Ms_AJEBA_99719) Asian Journal of Economics, Business, and Accounting
- (CIT-10484.R2) Current Trend in Tourism
- (HUIC-87) Hawaii University International Conferences
- (BFJ-08-2022-0694.R1) British Food Journal

2022

Article Reviewer

- (HUIC-176) Hawaii University International Conference 2022
- (CIT-10484.R1) Current Trend in Tourism
- (BFJ-008-2022-0694) British Food Journal
- (COGENT BUSINESS-2022-1051) COGENT Business & Management
- (IJCHM-05-2022-06170) International Journal of Contemporary Hospitality Management
- (Killing me softly: Food fraud in Ghana) Academia Letters @ Academia
- (IJCHM-04-2022-0455) International Journal of Contemporary Hospitality Management
- (58319-1) ASEAN Journal on Hospitality and Tourism
- (176) Hawaii University International Conference 2022
- (CIT-10484) Current Trends in Tourism

2021

Article Reviewer

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

Abstract Reviewer

- (227) Hawaii University International Conference 2021

2020

Article Reviewer

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

Abstract Reviewer

- (103 and 106) Hawaii University International Conference 2020

2019

Abstract Reviewer

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

PUBLICATIONS

Khairatun, S. N. (2025). Malaysia's role in establishing the ASEAN Halal Council. *Journal of Diplomacy and Foreign Relations: Special Issue on ASEAN*, 22 (1), 107-116. <https://www.idfr.gov.my/my/publication/jdfr/9>

Khairatun, S. N. & Nizam, N. M. (2025). Identifying the challenges of food truck businesses in Bangi, Selangor. *Quantum Journal of Social Sciences and Humanities*, 6 (SI1), 14-30. <https://doi.org/10.55197/qjssh.v6si1.900>

Khairatun, S. N. & Lawrence, L. K. S. (2025). Identifying key factors for success: A SWOT analysis of Zhai Coffee. *Quantum Journal of Social Sciences and Humanities*, 6 (SI1), 1-13. <https://doi.org/10.55197/qjssh.v6si1.899>

Li, G. M., Khairatun, S. N., & Tan, T. B. (2024). Application of content analysis for a qualitative approach: A comparative study of food safety regulations. In B. Bentalha & L. Alla (Eds.), *Data collection and analysis in scientific qualitative research* (pp. 295-320). IGI Global. <https://doi.org/10.4018/979-8-3693-8689-7.ch011>

Khairatun, S. N. & Zheng, T. (2024). Understanding conflict in the franchised restaurant industry: Insights from court records. *International Journal of Business Management*, 12(8), 33-48.

Khairatun, S.N. (2024). Barriers in venturing home-based food business among urban B40 women in Selangor, Malaysia. *Asian Journal of Community Service*, 3(5), 415-428.

Khairatun, S.N. (2024). Empowering rural communities through social entrepreneurship: A case study from an indigenous Dusun woman in Ranau, Sabah. *IJUM Journal of Case Studies in Management*, 15(1), 7-12. <https://doi.org/10.31436/ijcsm.v15i1>

Bakar, A. Z. A., Ganesan, L., Sharifah A. Haron, Khairatun, S. N., and Ishak, F. A. C (2023). Influence of demographic characteristics on dining out and food ordering behaviour among older persons. *International Journal of Academic Research in Business and Social Sciences*, 13(11), 5818-5832. <http://dx.doi.org/10.6007/IJARBS/v13-i12/20390>

Khairatun, S.N. (2022). An investigation on mobile service quality of food delivery providers from customers' experiences. In Yaseen, S.G. (Ed). *Digital economy, business analytics, and big data analytics applications*. Studies in Computational Intelligence, vol 1010. Springer, Cham. https://doi.org/10.1007/978-3-031-05258-3_30

Khairatun, S. N., & Nuzla, F. (2022). Assessing consumers awareness and opinion toward food safety practices and policy in the Maldives. In Khairatun, S.N., Abu Bakar, A.Z., Abdul Mutalib, N.A., & Abidin, U.F.U.Z. (Eds). *Handbook of research on food safety practices in the restaurant industry* (1st ed.). IGI Global. ISSN: 2475-6547.

Khairatun, S. N. (2022). Evaluating level of awareness of food terrorism activities among consumers in Klang Valley, Malaysia. In Khairatun, S.N., Abu Bakar, A.Z., Abdul Mutalib, N.A., & Abidin, U.F.U.Z. (Eds). *Handbook of research on food safety practices in the restaurant industry* (1st ed.). IGI Global. ISSN: 2475-6547.

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

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

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

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

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

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

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

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

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

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

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

CONFERENCE PROCEEDINGS

Khairatun, S. N. (2026). Examining snackification as a socioeconomic adaptation in young adult food consumption patterns in Klang Valley, Malaysia. Abstract was presented virtually at the Bingol 6th International Conference on Social Sciences (27-29 March, 2026).

Khairatun, S. N. (2026). Third wave coffee culture in Malaysia: Leveraging SWOT analysis of Blacky Coffee. Abstract was presented at Food Research, Enrichments, Student Highlights 2026 (FRESH 2026) (6-7 January, 2026).

Khairatun, S. N. (2025). Facilitating evidence-based policy research through key stakeholders' engagement. Abstract was presented virtually at EGE 13th International Conference on Social Sciences (13-15 June, 2025).

Khairatun, S. N. (2025). A protocol in collecting social sciences data from minors in Malaysia. Abstract was presented at EGE 14th International Conference on Social Sciences (23-29 December, 2025).

Khairatun, S. N. (2024). Exploring challenges among low-income housewives in starting home-based business in Selangor, Malaysia. Abstract was presented virtually at the 8th International Conference on Empirical Social Sciences, Economy Management, and Education Researches (29-31 March, 2024).

Khairatun, S. N. (2024). Exploring the role of food waste as a confluence factor in sustainable tourism practices on SIDS: Advocating policy changes to address climate change impacts. Extended Abstract was presented virtually at the International Workshop on Impacts of Climate Change on Small Island Developing States (27-28 February, 2024).

Khairatun, S. N. (2023). A breakthrough pumpkin innovation for a versatile sauce and cooking paste. Abstract submitted and poster displayed in *Persidangan Tahunan Pustakawan Malaysia 2023* (3-4 August, 2023).

Khairatun, S. N. (2023). Nudging consumer awareness: Promoting vigilance in food fraud prevention. Abstract submitted and poster displayed in *Koloqium Penyelidikan INTAN 2023* (13-14 September, 2023).

Khairatun, S. N. (2023). Exploring smart tourism initiatives through experimental analysis of network performance testing apps for wi-fi networks in Putrajaya. Extended Abstract was presented at the International Conference on Language, Education and Tourism (7-9 August, 2023).

Khairatun, S. N. (2023). Women entrepreneurship policy in Africa: A holistic approach. Extended Abstract was presented virtually at the *4th Current Business Issues In African Countries* (27-28 April, 2023).

Anuar, K. N. S. & Khairatun, S. N. (2022). Analyzing thermal analysis of teflon-coated cookwares in preparing Malaysian cuisines. Abstract presented virtually at *International Tourism & Culinary Conference 2022* (27-28 October, 2022).

Khairatun, S. N. (2022). Malaysians' consumer motivations for consuming boba milk tea. Abstract presented at *International Tourism & Culinary Conference 2022* (27-28 October, 2022).

Khairatun, S. N. (2022). Infant food safety standards among high-income economies: A comparative analysis. Abstract was presented virtually at the *International Conference on Food Science & Nutrition 2022* (24-25 August, 2022).

Khairatun, S. N. (2022). Smart food in school meal program: How should Malaysia do it right. Abstract was presented virtually at *Hyper Interdisciplinary Conference in Malaysia 2022* (12 February, 2022).

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

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

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

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

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

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

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

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

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

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

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

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

SUPERVISING EXPERIENCES

PhD

[Main SV: Active]

- Developing regulatory framework on cultured meat in Malaysia

[Committee Member: Active]

- Exploring awareness and factors influence mental health issues among employees towards promoting good mental health and mental well-being in the Malaysia fast food industry
- Practice dimensions of authentic Malay food towards sustainable modern Malay food

Master's Degree

[Main Supervisor: Active]

- A study on seaweed safety regulations in EU, USA and ASEAN regions and seaweed safety awareness in Klang Valley

[Main Supervisor: Completed]

- Differential thermal analysis in Malaysian cuisines prepared using teflon-coated cooking utensils
- Factors influencing intention to purchase fraudulent honey in Malaysia
- Consumers' awareness and opinions on food safety: A case study of the Maldives
- Assessing food safety and hygiene practices among food delivery riders in Klang Valley
- Assessing hygiene knowledge and practice among food handlers at franchised restaurants in Male' City, Maldives

Bachelor's Degree

[Main Supervisor: Active]

- Exploring the challenges and opportunities of carboot coffee business in Selangor
- Sensory evaluation and proximate composition of Masak Hitam mushroom varieties
- Sensory evaluation and proximate composition of pumpkin ice-cream
- Examining level of halal knowledge and perception among school children in Malaysia
- Examining motivational factors in consuming milk tea among consumers

[Main Supervisor: Completed]

- Factors influencing international students' consumption of Nasi lemak at Universiti Putra Malaysia
- SWOT analysis of Zhai Coffee
- Analyzing the boycott dynamics of an international fast food franchise among youth
- Tourists' motivation to visit horror and dark destination in Selangor
- A systematic literature review on marine macroalgae safety for human consumption
- A case study of tax awareness and compliance among food influencers in Malaysia
- Identifying the challenges in operating food truck business in Bangi, Selangor
- Investigating Klang Valley consumers' level of awareness and knowledge in purchasing fraudulent matcha tea.
- Plant-based beverages labeling: What the label told us?
- Artisanal coffee business: A SWOT analysis
- Incidents of fraudulent fish products around the world
- Factors Influencing the buyers' satisfaction and their reuse intention in using FoodPanda apps during COVID-19 in Kuala Terengganu
- Factors influencing purchase intention of 3D printed meat
- Implementation of cloud kitchen: Experience of facility providers
- Exploring the level of awareness and consumers' buying decision towards sugar tax on sugary beverages
- Infant food safety standards: A comparative study among high-income countries

- Investigating the consumers' awareness and perception of the plant-based food coloring made from beetroot in Malaysia
- Profiling of UPM youths: A survey on comfort food consumption
- Factors influencing continuance intention to use online food delivery apps among UPM students
- Motivation factors in consuming Boba milk tea among Malaysian youths
- Assessing the level of consumers' awareness of food terrorism in Malaysia
- Customers' satisfaction on service quality: A case study of Foodpanda
- Customers' expectation and revisit intention: A case study of 'Nasi Dulang Daun Pisang' restaurant
- Awareness of food terrorism risks in the food industry in Malaysia: A survey
- Compliance of MESTI certification: Small and medium enterprises' experiences in Melaka
- Food waste management practices: Experiences of franchised bakeries in Klang Valley
- Problems and challenges in small bakery businesses: Insights from small bakery owners in Klang Valley
- Application of digital marketing platforms among home-based food business in Klang Valley
- Investigating incidents on fraudulent fruit juice from available database
- Readiness to consume lab-grown meat: Millennials' perspectives
- Snackification: A dietary profiling among Malaysian consumers
- Cannabis usage in culinary: Readiness of food industry in Malaysia
- Alternative protein for human consumption: A comparative study of regulations among developed countries

GRANTS

2025

Role : Project Lead

Funder : Research Management Center, UPM (Geran Putra 3/2024: GP-IPS)

Project : Evaluating stakeholders' opinion of cultured meat in Malaysia towards formulating its safety policy framework

Amount : RM15,000.00

2024

Role : Project Lead

Funder : Putra Science Park, UPM (Research Product Development Grant)

Project : Advancing pumpkin and cheese sauce premix to commercialization readiness through aqueous rehydration technology development

Amount : RM65,700.00

Role : Co-Researcher

Funder : UPM (Geran Putra Berimpak)

Project : Developing food safety traceability framework for the Malaysian aquaculture export industry

Amount : RM80,000.00

2023

Role : Project Lead

Funder : University Community Transformation Centre (UCTC)-UPM

Project : Empowering urban B40 women through culinary workshop: An initiative to foodpreneurship

Amount : RM5,000.00

2022

Role : Co-Researcher

Funder : The Association of Commonwealth Universities, UK

Project : Workshop on supporting female academician in research and publication

Amount : £1,000.00

2021

Role : Project Lead

Funder : Ministry of Agriculture and Food Security (MAFS), Malaysia

Project : Brand and product development of sauce made from pumpkin

Amount : RM20,000.00

Role : Project Lead

Funder : UPM InnoHub

Project : Market validation for pumpkin sauce and paste

Amount : RM30,000.00

EXPERT OPINION ON MEDIA

- Bahaya Mikroplastik: Dari Bekas Plastik ke Badan. Media Selangor (24/02/2026)
- Bufet Ramadan: Antara Kesederhanaan, Pilihan Bijak dan Keselamatan Makanan. Podcast UPM (19/02/2026)
- Nasi Beku Lebih Praktikal dan Sihat?. Bernama-Gaya Hidup (07/05/2025).
- Is Frozen Rice A Smarter and Practical Option? Bernama-LifeStyle (07/05/2025)
- Nama Menu Tidak Sopan Jejas Identiti Makanan Negara. Berita Harian (15/03/2025)
- Keliru Istilah Daging 'Bacon' dan 'Ham'?. Malaysia Hari Ini (20/01/2025)
- Pastikan Produk Makanan Dilabel Jelas, Tidak Mengelirukan. Berita Harian (18/01/2025)

INTELLECTUAL PROPERTY

2025

Trade Secret: Formulation of Pumpkin Sauce and Cooking Paste

Status: Filed/Active

Filing no.: TS2025062401

Copyright: Engagement Matrix for Stakeholders' Engagement

Status: Filed/Active

Filing no.: LY2025W01190

2021

Trademark: SARI RASA

Status: Filed/Active

Filing no.: TM2021031161

INTERNAL PANELIST

2023

Internal Examiner

- Master of Science (Semester 2, 2022/2023)
Thesis title: Exploring the Staging of Dining Elements in Traditional Malay Restaurants

2022

Guest Panelist

- Undergraduates Final Year Project Viva (Semester 2, 2021/2022)
- Undergraduates Final Year Project Seminar (Semester 2, 2021/2022)
- Undergraduates Final Year Project Seminar Proposal (Semester 1, 2021/2022)

2021

Guest Panelist

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

2020

Guest Panelist

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

2019

Guest Panelist

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

2018

Guest Panelist

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

INTRAMURAL SERVICES

2024

Volunteer Talent

Vice Chancellor's Office, UPM

University-Driven Research Group: Member

Regulatory Framework Enhancement and Policy Alignment, IPPH, UPM

Reviewer

Grant for Research Product Development at Putra Science Park, UPM

Co-Project Lead

Youth Foodpreneur Workshop 2024

2023

Committee Member (Technical & Specification)

Tender to Supply, Deliver, Assemble and Calibration System of Kitchen Equipment at Faculty of Food Science & Technology, UPM

Committee Member (Social)

International Food Research Conference 2024

Committee Member (Demonstration & Exhibition)

ASEAN Workshop on Sustainable Heritage Food Packaging and Commercialisation for the World Market

2022

Committee Member

Muslim Foodpreneur Programme 2021

2021

Committee Member (Technical)

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

Syllabus Drafter

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

Committee Member

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

2020

Chair

Malaysian Food Summer Program 2020

Committee Member

Advisory Council for L'Apprenti Brand

2019

Chair

Malaysian Food Summer Program 2020

Committee Member

Review Committee on Bachelor Science of Food Service Management Program

Guest Lecturer

Agrobusiness Incubator Program 2019

Committee Member

Advisory Council for L'Apprenti Brand

Coordinator

Food Service and Management Industrial Training 2019/2020

2018**Chair**

Malaysian Food Summer Program 2019

Desk Officer

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

Coordinator

UPM Culinaire Team

Coordinator

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

Secretariat Committee

International Food Research Conference 2019 (IFRC 2019)

Committee Member (food product development & commercialization)

MOA project between UPM and Cornell University, USA

Committee Member

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

Committee Member

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

Committee Member

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

EXTRAMURAL SERVICES

2025**Module Panelist**

TVET Culinary Arts Management Teaching and Learning Module

2024**Judge**

Culinary Agro-Challenge at Malaysia Agriculture, Horticulture and Agro-Tourism (MAHA) Exhibition 2024

Evaluator

Menu Innovation for FSM4209

2021**Judge**

FoodTok organized by Hari Belia Selangor 2021

Judge

Food Systems Game Changers Lab organized by OpenIDEO.org

2020

Guest Speaker

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

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

Guest Speaker

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

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

Guest Speaker

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

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

2018

Moderator

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

Facilitator

PUTRA Success Program of Semester 1 2018/2019

Guest Speaker

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

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

Guest Speaker

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

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

LIFELONG LEARNINGS

- 2025 STEMNIST Malaysia: Empowering Women in Technology and Innovation Leadership (09 & 10/12) Organizer: TechCom Ventures Sdn. Bhd
- 2023 National Conference on Behavioral Insights (21/03) Organizer: Malaysia Productivity Center (MPC)
- Introduction to Behavioural Insights in Policy Making (07-08/03) Organizer: National Institute of Public Administration (INTAN)
- Train The Trainer: Appreciation of Ethics and Civilizations (22/02) Organizer: Faculty of Human Ecology, UPM
- Guide to Exporting Successfully (Digital Learning) (10-21/02) Organizer: MATRADE
- 2022 Masterclass in Public Policy Making (17-20/10) Organizer: National Institute of Public Administration (INTAN)
- Train The Trainer (07-11/02) Organizer: National Institute of Public Administration (INTAN)
- 2021 Halal Reskilling Program (26-3/07) Organizer: Halal Development Corporation (HDC) & Human Resource Development Fund (HRDF)
- 2020 Module Development for Learning and Teaching (30/09) Organizer: Graduate, Research & Innovation Unit, Faculty of Food Science & Technology
- Food Safety & Traceability: How to Gain a Competitive Advantage based on Supply Chain Transparency (30/09) Organizer: New Food

HONORS & AWARDS

- 2025 Silver Winner in the 7th International Putra InnoCreative Carnival in Teaching and Learning (I-PICTL) 2025.
- 2023 Bronze Winner in the 6th International Putra InnoCreative Carnival in Teaching and Learning (I-PICTL) 2023.
- Second Place Best Poster in Persidangan Tahunan Pustakawan Malaysia 2023.

- Silver Winner in International Halal Innovation Competition 2023 'Developing Halal Toyiyban Seasoning from *Caulerpa lentillifera*'.
- 2022 Bronze Winner in PECIPTA 2022 'Versatile Ready-to-eat Cooking Paste and Sauce from Pumpkin'.
- 2020 Third Place Winner in Emerald Malaysia Case Study Writing Competition.
- 2019 Best Paper Award at 3rd International Language and Tourism Conference (ILTC).
"Street food profiling: A case study of Jonker Street, Melaka".
- 2018 Best Paper Award at International Conference on Governance, Education and Business (ICGEB).
"Conflicts in franchised fast food restaurants: A content analysis of franchisees' lawsuits".
- 2018 Top 5 ICHRIE Research Report Award at the Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference.
"Alternative option to resolve disputes in franchised restaurants".
- 2012 Faculty PostGraduate Award for Excellent Academic Achievement, Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia.
- 2009 Diploma Award for participating in Culinaire Malaysia (Elegance Stylish Wedding Cake class) in conjunction with Food & Hotel Malaysia events.
- 2008 Dean's Award for Excellent Academic Achievement, Universiti Teknologi MARA (UiTM) Shah Alam, Malaysia.

PAST EXTRACURRICULAR ACTIVITIES

Committee Member

Graduate and Professional Student Senate Research Conference 2017

Department Representative (2016-2017)

College of Human Sciences Dean's Advisory Council

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

Graduate & Professional Student Senate, Iowa State University, USA