

ASSOC. PROF. DR. SITI FATIMAH MOHAMAD

Associate Professor | Researcher | Trainer

- Accredited Trainer by HRD Corp. (ID 28923)
- Certified Talent Development Manager (CTAL) by MIHRM
- Vice President of Education & Training for The Malaysian Food & Beverage Executives Association (M.F.B.E.A.)
- Associate Fellow of Putra Business School

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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 Field: 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 Field: Communication and turnover in the hospitality industry	
April 2004	Universiti Putra Malaysia Faculty of Food Science and Technology Bachelor of Science in Food Studies Research Field: 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	

WORK EXPERIENCES

1 March 2025 - Present	Associate Professor Department of Food Service Management (JPKM) Faculty of Food Science & Technology (FSTM) Universiti Putra Malaysia 43400 Serdang, Selangor, Malaysia.
9 July 2015 – 28 Feb. 2025	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.

ACADEMIC LEADERSHIP, SERVICE & PROFESSIONAL ENGAGEMENT

Notes:

Roles within each group are arranged by level of engagement, not chronologically.

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

A. TALENT DEVELOPMENT & HRD ROLES

1. Certified Talent Development Manager (CTAL-15/23), Malaysian Institute of Human Resource Management (2020–present)
2. Certified HRDC Trainer (2024–present)
3. Vice President of Education and Training, Malaysian Food and Beverage Executives Association (M.F.B.E.A.) (2025–2027)
4. HRDC National Training Week Trainer — “Bengkel Usahawan Mikro Wanita” and “Bengkel Pemantapan Penilaian Berasaskan Kompetensi & OBE untuk Kolej Vokasional” (2025)
5. Director, #WalkWithMe Program — TalentCorp Bhd. and 8 FMCG MNCs (2021–2022)
6. Director, One-Year Faculty Employability Program – Primed for Success (Series I–XV) (2018–2023; 1,322 participants)
7. Director, FSM Career Boost & FSM Career Boost 2.0 (FSTM Employability Program) (2024–2025)
8. Speaker, Program Inkubasi Usahawantani, Faculty of Agriculture UPM — Topic: HR Management & Marketing (2019)
9. Speaker, Muslim FoodPreneur@Foodservice — WAZAN UPM & CEM UPM (2022, 2025)

B. PROFESSIONAL MEMBERSHIPS & FELLOWSHIPS

1. Vice President, Graduate Students Association of Hospitality Management, Iowa State University, USA (2007–2008)
2. Full Member, Malaysian Food and Beverage Executives Association (2023–present)
3. Ordinary Member, Malaysian Institute of Human Resource Management (2019–present); Affiliate Member (2018)
4. Member, Institute of Marketing Malaysia (2011–2012)
5. Associate Fellow, Putra Business School (2026)

C. EDITORIAL & PEER REVIEW ROLES

1. Associate Chief Editor, Advanced International Journal of Business, Entrepreneurship and SMEs (2026 – 2029)
2. Editorial Board, Journal of Tourism, Hospitality and Environment Management (2020–present)
3. Reviewer, Journal of Tourism, Hospitality and Environment Management (2026 - 2028)
4. Reviewer, International Journal of Gastronomy and Food Science (Q3) (2020)
5. Reviewer, International Journal of Advanced and Applied Sciences (Scopus-indexed) (2020)
6. Reviewer, UiTM e-Academia Journal (2022)
7. Primary Reviewer, Ethics Committee for Research Involving Human Subjects, Universiti Putra Malaysia (Feb 2023 – Feb 2025)
8. FSTM Assessor, Fundamental Research Grant Scheme (FRGS) Application (2022)
9. Technical Reviewer, 3rd Penang International Multidisciplinary Conference (2021)
10. Technical Reviewer, International Food Research Conference — 1st & 2nd editions (2017, 2019)
11. Technical Reviewer, International Foodservice Graduate Research Colloquium (2016)

D. CURRICULUM, PROGRAMME ADVISORY & QUALITY ASSURANCE

1. Focus Group Panel, MQA — Accreditation of Prior Experiential Learning (GGP: APEL.S) (2025)
2. Lead Assessor, Master of International Hospitality Management, Taylor's University (2026)
3. External Academic Advisor, Master of Science in Gastronomy, UCSI University (2026)
4. External Programme Assessor, Bachelor of Food Service Management with Culinary Arts (Honours, in collaboration with CY Cergy Paris Université, France), INTI International College Subang (2022–2023)
5. External Academic Advisor, Bachelor in Business (International Hotel & Resort Management) Blue Mountain, INTI International College Subang (2022 – 2024)
6. External Academic Advisor, Diploma in Hotel Management, INTI International College Subang (2024 – 2025)
7. External Academic Advisor, Certificate in Food & Beverage Service, INTI International College Subang (2025 – 2026)
8. External Academic Advisor, Certificate in Hotel Operations, INTI International College Subang (2022 – 2024)
9. External Examiner, Diploma in Culinary Art, ERT Vocational College Setapak (2020)
10. Member, UPM Graduate Studies Curriculum Sub-Committee [Table 4] (2026)
11. Coordinator, Program Self-Review Report (PSRR), Bachelor of Science in Foodservice Management with Honours (2021)
12. Coordinator, Curriculum Review for Bachelor of Science in Food Service Management (2016–2020)
13. Committee Member, FSTM Postgraduate Studies (2021 - current)
14. Committee Member, FSTM Courses Review for Faculty Postgraduate Program (by Research) (2019)
15. Committee Member, FSTM Undergraduate Curriculum (2021)
16. Committee Member, FSTM Curriculum Review for Bachelor of Science in Food Service Management with Honours (2023 - current)
17. Committee Member, FSTM New Program Development — Master of Science in Culinary Science with Nutrition (2019–2021)
18. Committee Member, FSTM Curriculum Review for Bachelor of Science in Food Studies — BS(PMK) Marketing (2014, 2015)
19. Committee Member, FSTM Quality Assurance for Teaching & Learning (2021)

E. INVITED SPEAKER, KEYNOTE & GUEST LECTURE

1. Keynote Speaker of the 9th International Conference on Social Sciences, Humanities and Technology 2026 (9th ICSHT 2026)
2. Keynote Speaker of the International Conference on Social Entrepreneurship 2025 — Mercu Buana Yogyakarta, Indonesia (2025)
3. Guest Assistant Professor for the Faculty of Hospitality & Tourism Management, UCSI University Malaysia (Dec 2023 – Dec 2025)
4. Speaker of the Instrument Development & Modification Workshop, Ministry of Education Malaysia (4–7 Dec 2023)
5. Guest Speaker for the Collaborative Teaching Project UPM–UiTM (CT0868-1024) (Oct 2024 – Feb 2025)
6. Invited Speaker for the Survey Design & Instrument Validity Seminar, Institute for Social Science Studies, UPM (2026)
7. Speaker for the Survey Research Methods Seminar, FSTM — Topic: Survey Design & Administration (2020)

F. THESIS & VIVA EXAMINATION (INTERNAL UPM)

1. Chairman, Comprehensive Examination of PhD Candidate (Chan Vei How, GS66204) (2025)
2. Assistant Chairman, PhD Thesis Examination Committee — Mohd Nazri bin Abdul Raji (GS46808) (2020) and Mahshid Ebrahimian (GS36715) (2019)
3. Panel, Undergraduate & Postgraduate Seminar and Viva, FSTM (2015–present)
4. Panel, Undergraduate Final Year Project, FSTM (2016, 2017)
5. Panel, FSM3303 Fundamental Laboratory for Food Preparation (2015)

G. UPM UNIVERSITY-LEVEL LEADERSHIP & COMMITTEES

1. Panel of Authors, UPM Strategic Plan 2026–2030 (2025–2026)
2. Panel Member, Focus Group Discussion on the Development of UPM Strategic Plan 2026–2030 (2025)
3. Member, University-Level Committee for the Evaluation of Research Grant Applications, UPM (2026)
4. Committee Member, UPM Teaching & Learning Innovation (2021–2023)
5. Chairman & Head of Committee, UPM Alumni Program Sejam Bersama Alumni (SEBA & SEBA 2.0) and UPM Alumni Iftar Event (2025)
6. Coordinator, University Mobility Program / Mobility Coordinating Officer, UPM (2017–2019)
7. FSTM Representative, National Higher Education Carnival, UPM (2018)
8. Program Coordinator, Universiti Putra Malaysia Asasi Education Fair (2016)
9. Facilitator, UPM Putra Success Program (2018)
10. Invigilator, SKP2203 Tamadun Islam dan Tamadun Asia (2015)
11. Promotion Committee, 3rd International Food Research Conference 2024 (2023–2024)
12. Head of Promotion Committee, 2nd International Food Research Conference 2019 (2018–2019)
13. Committee Member, 1st International Food Research Conference (2016)

H. FSTM / JPKM FACULTY LEADERSHIP

1. Head, FSTM Digitalisation Internship System Project (2025–2026)
2. Director, 3-Year Program of Enhancing Employability for FSTM Graduates (2018–2020)
3. Director, Faculty Mobility Program Know Your Neighbour 3.0 (KyN 3.0) with PSU Phuket, Thailand (2022)
4. Head of Promotion Committee, International Food Research Conference (2017)
5. Head of Promotion Committee, Innovation Day of Student's Menu Bachelor of Science in Foodservice Management (2018)
6. Head, Bachelor of Science in Foodservice Management Promotional Program Committee (2016)
7. Head of Secretariat Committee, International Foodservice Graduate Research Colloquium (2016)
8. Coordinator, FSTM Postgraduate Mobility Program (2017–2022)
9. Coordinator, JPKM Visiting Professor Program (2021)
10. Coordinator, Promotional Video of FSTM Programs (2018)
11. Coordinator, L'apprenti (FSTM Restaurant) Website (2018)
12. Coordinator, Student Mobility Program FSTM to Bangkok, Thailand (2015)
13. Secretary & Secretariat Committee, International Postgraduate Research Colloquium (2014)
14. Organizer, Primed for Success Program — Build Amazing LinkedIn Profiles to Successfully Get Hired (2018)
15. Academic Advisor for FSTM Undergraduates (2016–2017)
16. Head of Welfare Bureau, Welfare and Sport Club FSTM (2018)
17. Treasurer, Kelab Kebajikan dan Sukan FSTM (2025–2026)

I. FSTM FACULTY COMMITTEE MEMBERSHIPS

1. Committee Member, FSTM Industrial Networking, Community & Alumni (2021)
2. Committee Member, FSTM Mobility (2021)
3. Committee Member, Alumni Sharing Experience 2.0 Program (2021)
4. Committee Member, FSTM Muslim Foodpreneur@Foodservice (2021)
5. Committee Member, L'apprenti Brand Management (2020–2021)
6. Committee Member, Commercialisation of L'Apprenti Food Complex (2017)
7. Committee Member, Task Force Business Plan Development for FSTM (2017)
8. Committee Member, Branding & Promotion for FSTM (2017–2019)
9. Committee Member, 3rd International Food Research Conference 2024 (2023–2024)

J. INDUSTRY NETWORKING & STRATEGIC PARTNERSHIPS

1. Head of Secretariat, ASEAN Workshop on Sustainable Heritage Food Packaging & Commercialisation for the World Market — Ministry of Tourism, Arts & Culture (2023; 10 ASEAN countries)
2. Member, K-Youth Development Training Program (Hospitality & Services–Kitchen Operation) — Khazanah Nasional Berhad & Exzellent Profis Sdn. Bhd. (2023)
3. Director, FSTM Student Employability Program #WalkWithMe — TalentCorp Bhd. & 8 FMCG MNCs (Mondelez, Kellogg's, Unilever, Nestlé, Lotus Tesco, DCH Manufacturing, Heineken, Upfield) (2021–2022)
4. Chief Editor (UPM Press Book), Operating and Managing Restaurant in Malaysia: A Practical Guide — M.F.B.E.A. (2023)
5. Member, FSTM Alumni Sharing Experience 2.0 — Food Safety & Quality Division, Ministry of Health Malaysia (2021)
6. Member, Food Processing Workshop for Food Entrepreneurs in conjunction with IFRC2019 — Cornell Food Venture Center & MOH Malaysia (2019)
7. Member, Collaboration with Nestlé Products Sdn. Bhd. — Nescafé Training Program & Student Entrepreneurs (2017)
8. Member, Kursus Training of Trainers — D'Tandoor Restaurants (2021)
9. Member, Kotex Sampling – Campus Activation 2020 — Kotex Malaysia (2020)
10. Coordinator, Career Briefing from FCS Careers Singapore (2016)

K. COMMUNITY NETWORKING & OUTREACH

1. Director, Program Jalinan Kasih bersama Rumah Kebajikan dan Bimbingan At-Taqwa (2018; RM13,000 raised for 56 children)
2. Interviewer, Mock Interview e-Sirih Pulang ke Gagang (eSPKG), MRSM Taiping (2021)
3. Member, "Misi 3D UPM Volunteer" (2016)

L. SELECTION, EVALUATION & JUDGING PANELS

1. Interview Panel, Program Hadiah Latihan Persekutuan (HLP) dan Cuti Belajar Bergaji Penuh — Public Service Department Malaysia (2018, 2022)
2. Moderator, Focus Group Workshop "Supporting Female Academics in Research and Publication" — Association of Commonwealth Universities (ACU) Research Grant (2022)
3. Jury, Best Presenter Award — International Joint Conference on Hospitality & Tourism (2021)
4. Committee Member, 3rd Penang International Conference on Hospitality 2023 (2023)
5. Judge, Product Innovation Competition — Politeknik Metro Kuala Lumpur (2019)
6. Interview Panel, FSTM Contract Lecturer (2022)
7. Expert Jury & Judge, FSTM New Food Product Development Competition (FST4828) (2020, 2021)

PUBLICATIONS

- | | |
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| Journal | <ol style="list-style-type: none"> 1. Norhayati Hussein, Engku Ahmad Imran Engku Ahmad Zaki, Afiah Mohamed Ghazali, Siti Fatimah Mohamad. (2026). Consumer knowledge and consumption pattern of chocolate in Malaysia. <i>Journal of Food Processing & Technology</i>, 14(1), 1-11. 2. Nur Farhani Fadrul Hisham, Siti Fatimah Mohamad, Farah Adibah Che Ishak, Ainul Zakiah Abu Bakar. (2025) Why fresh graduates stay: Factors sustaining careers in Malaysia's food service sector. <i>Journal of Tourism, Hospitality and Environment Management</i>, 10(41), 545-560. 3. Hussein, H., & Mohamad, S. F., & Ishak, F. A. C. (2025). Methodological reflections on conducting qualitative research during uncertain periods. <i>International Journal of Research and Innovation in Social Science (IJRISS)</i>, 9(10), 7791-7801. 4. Sahiira Mohd Fikeri, N. A., Che Ishak, F. A., Ghazali, H., & Mohamad, S. F. (2025). From food to memories: A narrative literature review on experience economy realms in theme restaurants. <i>Revista Turismo & Desenvolvimento</i>, (48), 416-439. 5. Yusoff, N. M., Abidin, U. F. U. Z., Mohamad, S. F., Abdullah, W. A. W., & Alias, R. (2025). Teaching beyond sound: Educators challenges and strategies in hospitality programs for students with hearing disabilities. <i>International Journal of Research and Innovation in Social Science</i>, 9(3s), 5974-5988. 6. Mohamad, S. F., Shahrin, S. A. & Ghazali, H. (2025). Exploring human resource management practices in independent small and medium-sized restaurants in Klang Valley. <i>Quantum Journal of Social Sciences and Humanities</i>, 6(SI1), 210-228. 7. Hussein, H., Mohamad, S. F., & Ishak, F. A. C. (2025). Sustaining a chef career during Covid-19: Challenges from the Klang Valley luxury hotel sector. <i>Quantum Journal of Social Sciences and Humanities</i>, 6(SI1), 229-241. 8. Hussain, N., Ismadi, M. H. N. M., & Mohamad, S. F. (2025). Consumer knowledge, attitude and practice regarding stingless bee honey In Klang Valley, Malaysia. <i>Quantum Journal of Social Sciences and Humanities</i>, 6(SI1), 164-179. 9. Mohd Shuhaimi, A. A., Akanbi, T. O., Ab Karim, S., Lee, E. K., Mohamad, S. F., Ungku Zainal Abidin, U. F., & Arshad, M. M. (2025). As the doors shut: Uncovering interview rejections in Australia's halal food industry. <i>International Food Research Journal</i>, 32(2), 433-451. 10. Shuhaimi, A. A. M., Ab Karim, S., Lee, E. K., Mohamad, S. F., Ungku Zainal Abidin, U. F., & Arshad, M. M. (2025). Sustainable career growth for halal professionals in Malaysia and Australian food industries. <i>Journal of Islamic Marketing</i>. 16(5), 1328-1348. |
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11. Mohd Fikeri, N. A. S., Ishak, F. A. C., Ghazali, H., & **Mohamad, S. F.** (2025). From food to memories: A narrative literature review on experience economy realms in theme restaurants. *Journal of Tourism and Development*, 48, 416-439.
12. Jannat, S. G. A., **Mohamad, S. F.**, Lim, S. A. H., & Roy, R. K. (2024). Women food entrepreneurs in Bangladesh: A qualitative research agenda on social enterprise perceptions. *International Journal of Entrepreneurship and Management Practices*, 7(26), 319-328.
13. Shuhaimi, A. A. M., Akanbi, T. O., Ab Karim, S., Lee, E. K., **Mohamad, S. F.**, Ungku Zainal Abidin, U. F., & Arshad, M. M. (2024). Accessibility of halal certification bodies in Australia: A website content analysis. *Journal of Culinary Science & Technology*, 1-26.
14. Sabri, K. N., **Mohamad, S. F.**, Abidin, U. F. U. Z., & Ghazali, H. (2024). A four-decade bibliometric analysis of social entrepreneurship. *International Journal of Academic Research in Business and Social Sciences*, 14(3), 825–840.
15. Yusoff, N. M., Abidin, U. F. U. Z., **Mohamad, S. F.**, Abdullah, W. A. W., & Alias, R. (2024). Challenges of graduates with hearing disabilities in the hospitality industry. *International Journal for Studies on Children, Women, Elderly and Disabilities*, 20, 214-224.
16. Yusoff, N. M., Abidin, U. F. U. Z., **Mohamad, S. F.**, Abdullah, W. A. W., Alias, R., & Sudono, A. (2024). Determinant of career intention in Malaysia hospitality industry for hearing disabled youth. *Environment-Behaviour Proceedings Journal*, 9(28), 279-285.
17. Ghazali, H., **Mohamad, S. F.**, bin Othman, M. A. R., & Ishak, M. (2024). Hospitality employees' mental health issues: A review. *International Journal of Academic Research in Business and Social Sciences*, 14(7), 239–255.
18. Ishak, F. A. C., Kang, S. S., Fikeri, N. A. S. M., Ab Karim, M. S., & **Mohamad, S. F.** (2024). Restoring restaurant design and layout: Towards safer dining out experience. *Journal of Advanced Research Design*, 116(1), 1-12.
19. Khairun Najihah Sabri, **Siti Fatimah Mohamad**, Ungku, F., Ghazali, H., & Mass Hareeza Ali@Hamid. (2023). Social entrepreneur intention: A review and research direction. *International Journal of Academic Research in Economics and Management Sciences*, 12(4), 414-426.
20. 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.
21. 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.

22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. Che Ishak, F. A. , Mazlan, N., Lokman, N. A., Abd Karim, M. S., & **Mohamad, S. F.** (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), 70-84.
30. Che Ishak, F. A. , Che Lah, N. A., Samengon, H., **Mohamad, S. F.**, & Abu Bakar, A. Z. (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.
31. 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.
32. 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.

33. **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.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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.
39. 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.
40. **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.
41. 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.
42. Saedahtinnur Hashim, Hazrina Ghazali, **Siti Fatimah Mohamad**, Roziyah 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.
43. 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.
 44. 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.
 45. **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.
 46. **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.
 47. 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.
 48. 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.
 49. **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.
 50. 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.
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Chapter in book

1. 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)
2. **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. Food-based Social Entrepreneur Mindset Instrument. MyIPO Copyright Filing No. LY2026E01359 (2026)
2. Instrumen Minda Usahawan Sosial Berasaskan Makanan. MyIPO Copyright Filing No. LY2026E01362 (2026)
3. Course Module: Managing Time Wisely For Excellent Performance. MyIPO Copyright Filing No. CRLY2025W13609 (2025)
4. Employer Brand Questionnaire for Hotel Employees in Malaysia (English Version). MyIPO Copyright Filing No. LY2017004147 (2017)
5. Employer Brand Questionnaire for Bank Employees in Malaysia (English Version). MyIPO Copyright Filing No. LY2017004135. (2017)
6. Employer Brand Questionnaire for University Employees in Malaysia (English Version). MyIPO Copyright Filing No. LY2017004134. (2017)
7. Borang Soal Selidik Penjenamaan Majikan bagi Pekerja Universiti di Malaysia (Versi Bahasa Melayu). MyIPO Copyright Filing No. LY2017004131. (2017)
8. Borang Soal Selidik Penjenamaan Majikan bagi Pekerja Hotel di Malaysia (Versi Bahasa Melayu). MyIPO Copyright Filing No. LY2017004133. (2017)
9. Borang Soal Selidik Penjenamaan Majikan bagi Pekerja Bank di Malaysia (Versi Bahasa Melayu). MyIPO Copyright Filing No. LY2017004132. (2017)

**Proceedings/
Conference
Attended**

1. Hisham, N. F. F., **Mohamad, S. F.**, Bakar, A. Z. A., & Ishak, F. A. C. (2025). Why Fresh Graduates Stay: Factors Sustaining Careers in Malaysia's Food Service Sector. Participating in an International Joint Conference and Exhibition on Gastro Tourism. 20 – 22 August 2025, UCSI Hotel, Kuching, Sarawak.
2. Hisham, N. F. F., **Mohamad, S. F.**, Bakar, A. Z. A., & Ishak, F. A. C. (2024). The career choices of Malaysian hospitality graduates: A research agenda. Proceeding of the 4th International Conference on Human Resource Development 2024. 27 August 2024, Sunway Hotel Big Box, Iskandar Puteri in Johor, Malaysia. eISBN: 978-629-99361-6-9.
3. Shetu Gull A Jannat, **Siti Fatimah Mohamad**, Sarina Abdul Halim Lim, Ratan Kumar Roy. (2024). Women food entrepreneurs in Bangladesh: a qualitative research agenda on social enterprise perceptions. Proceeding of the 6th International Research Conference on Humanities, Social Sciences and Technology 2024. 18 – 19 May 2024, Dorsett Hotel, Putrajaya, Malaysia. eISSN: 2821-3084.
4. 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 International Conference on Business, Economics, and Finance (ICBEF) 2023. 18 – 19 September 2023, Universiti Brunei Darussalam, Brunei.
5. 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.
6. 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.
7. 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.
8. 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.

9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. **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**.
15. **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.
16. 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.
17. 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.

18. **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.
19. 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.
20. Farah Wahida Amran, Hazrina Ghazali, **Siti Fatimah Mohamad.** (2018). *Examining perceived stress level among casual dining restaurant employees in Klang Valley Malaysia.* Proceedings of the International Conference on Entrepreneurship, Business and Tourism 2018, 28 – 29 April 2018, The Everly, Putrajaya.
21. 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.
22. 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.
23. **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). Proceeding of 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.
24. **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.
25. **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.

26. 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.
27. 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.
28. **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.
29. **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.
30. **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 measurements*. 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.	Association of Commonwealth Universities (ACU) Gender Grants	Home-based food business: Enriching knowledge among UPM female employees	Project leader	2024	The Association of Commonwealth Universities	Completed
2.	Putra Grant - Putra Graduate Initiative (GP-IPS)	Unveiling the dynamics of career choice and retention factors among Malaysian hospitality fresh graduates	Project leader	2023 - 2026	Universiti Putra Malaysia	Ongoing
3.	Fundamental Research Grant Scheme (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	Completed
4.	Putra Grant - Putra Young Initiative (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	Completed
5.	Putra Grant - Putra Graduate Initiative (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	Completed
6.	UPM Teaching and Learning Research Incentive Grant (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	Completed
TOTAL RESEARCH FUND AS PROJECT LEADER = MYR169,955						
7.	Putra Grant - Putra Young Initiative (GP-IPM)	Leveraging social entrepreneurship as a mechanism to enhance food security in Malaysia	Co-researcher	2025 - 2027	Universiti Putra Malaysia	Ongoing

8.	Putra Grant - Putra Graduate Initiative (GP-IPS)	Career intention among student with hearing disability in Malaysia hospitality industry	Co-researcher	2022 - 2024	Universiti Putra Malaysia	Ongoing
9.	Putra Grant - Putra Graduate Initiative (GP-IPS)	Development and validation of job satisfaction instrument for offshore catering employees in Malaysia	Co-researcher	2017 - 2019	Universiti Putra Malaysia	Completed
10.	Putra Grant - Putra Graduate Initiative (GP-IPS)	Critical success factors for implementing halal management system in food in food service operations	Co-researcher	2017 - 2018	Universiti Putra Malaysia	Completed
11.	Exploratory Research Grant Scheme (ERGS)	Exploring employer brand dimensions toward employer brand loyalty	Co-researcher	2013 - 2016	Ministry of Higher Education Malaysia	Completed
TOTAL RESEARCH FUND AS CO-RESEARCHER = MYR163,400						

TEACHING EXPERIENCE

Course	Code	Program	Semester	Teaching Assessment (Full mark = 5.00)
Strategic Human Resource Management in Food Service	FSM5703	Postgraduates (MSc. and Ph.D.) in Food Management / Food Service Management	Semester II 2024/2025	5.00
			Semester II 2021/2022	5.00
Human Resource Management in Food Service	FSM3609	Bachelor of Science (Food Service Management) with Honours	Semester II 2025/2026	
			Semester II 2022/2023	4.64
			Semester II 2021/2022	4.53
Human Resource in Foodservice	FSM3602	Bachelor of Science (Foodservice Management)	Semester II 2020/2021	4.85
			Semester II 2020/2021	5.00
			Semester I 2020/2021	4.85
			Semester I 2019/2020	4.80
			Semester I 2018/2019	4.65
			Semester I 2017/2018	4.74
			Semester I 2016/2017	4.82
Foodservice Strategic Management	FSM4607	Bachelor of Science (Foodservice Management)	Semester I 2023/2024	N/A
			Semester II 2022/2023	4.93
			Semester II 2017/2018	4.36
Strategic Management in Food Industry	FSM4601	Bachelor of Science (Food Studies) with Honours	Semester I 2025/2026	
			Semester I 2024/2025	4.95
			Semester I 2023/2024	4.83
			Semester I 2022/2023	4.89
			Semester I 2021/2022	4.92
			Semester I 2020/2021	4.77
Marketing and Sales in Food Industry	FSM4502	Bachelor of Science (Food Studies) with Honours	Semester I 2019/2020	4.90
			Semester II 2025/2026	
Restaurant Management	FSM4705	Bachelor of Science (Foodservice Management) with Honours	Semester I 2025/2026	
			Semester I 2024/2025	4.88

Food and Beverage Management	FSM4702	Bachelor of Science (Foodservice Management)	Semester II 2022/2023	4.94
			Semester II 2020/2021	4.88
			Semester II 2019/2020	4.91
			Semester II 2018/2019	4.80
			Semester II 2015/2016	4.63
Foodservice Management and Cost Control	FSM3604	Bachelor of Science (Foodservice Management)	Semester II 2018/2019	4.66
Contract and Franchise in Foodservice	FSM4804	Bachelor of Science (Foodservice Management)	Semester II 2016/2017	4.79
			Semester II 2017/2018	4.70
Foodservice Industrial Law	FSM4803	Bachelor of Science (Foodservice Management)	Semester II 2016/2017	4.80
			Semester II 2015/2016	4.73
Menu Development	FSM3501	Bachelor of Science (Foodservice Management)	Semester I 2017/2018	4.71
Fundamental Laboratory for Food Preparation	FSM3303	Bachelor of Science (Foodservice Management)	Semester I 2017/2018	4.66
			Semester I 2016/2017	4.52
Seminar	FSM4977	Bachelor of Science (Foodservice Management)	Semester I 2023/2024	Not applicable
			Semester II 2016/2017	Not applicable
Industrial Training	FSM4902	Bachelor of Science (Foodservice Management) with Honours	Semester II 2024/2025	5.00
Industrial Pre-Training		Bachelor of Science (Foodservice Management)	Semester I 2021/2022	Not applicable

SUPERVISION ROLES (AS MAIN SUPERVISOR)

No.	Name of Student	Matrics No.	Programme	Field of Study	Research Title	Year
1.	Wannasiri Wannasupchue	GS47953	PhD	Food Management	Readiness, challenges and motivation for certification among halal restaurants in northeastern Thailand	2016 – 2021 (Graduated)
2.	Khairun Najihah bt Sabri	GS56477	PhD	Food Management	A mixed method approach on scale development of food-based social entrepreneur mindset	2019 – 2024 (Graduated)
3.	Sabrina Mohd Hashim	GS75427	PhD	Food Service Management	Leveraging on psychometric assessment in talent acquisition for the human resource management within the Malaysian hotel industry	2026 - Present
4.	Syafinaz binti Ruslan	GS46706	MSc.	Food Service Management	Internship determinants and its impact on internship satisfaction and self-perceived competence among hospitality undergraduates in Malaysia	2016 – 2021 (Graduated)
5.	Sabrina Mohd Hashim	GS59240	MSc.	Food Service Management	Factors influencing career exploration goal among hospitality and tourism diploma students from private colleges in Klang Valley	2020 – 2024 (Graduated)
6.	Haslina Hussein	GS59444	MSc.	Food Service Management	Challenges and strategies in sustaining chef career during COVID-19.	2020 – Post Viva
7.	Nur Farhani Fadrul Hisham	GS67683	MSc.	Food Service Management	Unveiling the dynamics of career choice and retention factors among Malaysian hospitality fresh graduates	2023 - Present
8.	Shetu Gull A Jannat	GS69638	MSc.	Food Management	Food-based Women Entrepreneurs in Bangladesh: Assessing Readiness for Transitioning to Social Enterprise	2023 - Present
9.	Panra Zar	GS72741	MSc.	Food Management	Employer Branding in Hotel Sector (TBA)	2025 - Present

SUPERVISION ROLES (AS CO-SUPERVISOR)

No.	Name of Student	Matrics No.	Programme	Field of Study	Research Title	Year
1.	Mohd Aliff bin Abdul Majid	GS45311	PhD	Food Service Management	Development and validation of job satisfaction instrument of offshore catering crew in Malaysia	2016 – 2019 (Graduated)
2.	Foo Lee Yen	GS37092	PhD	Food Management	The relationship between human resource management practices and organizational performance in services sector in Malaysia	2013 – 2024 (Graduated)
3.	Amarul Arief Mohd Shuhaimi	GS55949	PhD	Food Management	Exploring career development of halal executives in Malaysia's food industry	2019 – 2024 (Completed)
4.	Norhayati Binti Mat Yusoff @ Mohd Yusof	GS61735	PhD	Food Service Management	Disable graduates employment distribution model in Malaysian hospitality industry	2021 - Present
5.	Mohd Amar Ridham bin Othman	GS61818	PhD	Food Service Management	Factors influence mental health issues among employees in the Malaysia fast food industry	2021 - Present
6.	Tay Guo Xuan	GS66335	PhD	Food Management	Developing an antifragile production planning and control (PPC) in the food manufacturing through the adoption of cyber-physical system (CPS)	2022 - Present
7.	Nur'Ain Farhah binti Suhardi	GS72760	PhD	Food Management	Development and validation of readiness instrument for AI adoption in halal slaughtering quality inspection	2024 - Present
8.	Nor Ellyna binti Razali	GS45398	Master	Food Management	Critical success factor in implementation of halal certification management system in restaurant	2016 – 2020 (Graduated)
9.	Farah Wahida binti Amran	GS47148	Master	Food Service Management	Influence of working environment, workload and job autonomy towards job stress among casual dining restaurant employees in Klang Valley, Malaysia	2017 – 2019 (Graduated)
10.	Nurul Najihah Binti Azalanzazllay	GS51090	Master	Food Management	Mixed-method study of lean six sigma readiness factors in food manufacturing industry in Malaysia	2018 – 2022 (Graduated)
11.	Nor Amalin Sahiira Binti Mohd Fikeri	GS64914	Master	Food Service Management	Beyond the plate: exploring international tourists dining experience at ethnic restaurants in Klang Valley, Malaysia	2022 - 2024 (Graduated)
12.	Ain Fatini Binti Majdi	GS66513	Master	Food Management	The influence of employee's competency on the food safety management performance in small medium enterprises	2023 - Present

THESIS EXAMINER

Year	University	Program	Name of the Candidate	Thesis Title
2026	Taylor's University	Doctor of Philosophy in Hospitality & Tourism	Wong Reinaldo Jude Aromin	The Impact of Service Quality and Emotional Connections on Customer Satisfaction and Brand Loyalty in the Hospitality Industry in Singapore
2026	UCSI University (Kuala Lumpur Campus)	Doctor of Philosophy in Hospitality and Tourism	Adkham Israilov	Hotel Businesses' Green Orientation and Guests' Behavioural Intentions: The Mediating Role of the Care for Environmental Well-being
2025	Universiti Teknologi MARA (UiTM)	Master of Science (Foodservice Management)	Nur Afiqah Binti Mahzan	Exploring Factors Influencing, Use of Teaching Strategies and Adaptation among General Educators Towards Teaching and Learning Students with High Functioning Autism Spectrum Disorder (HFASD)
2025	Taylor's University	Doctor of Philosophy in Hospitality and Tourism	Guo Yue	Generation Z's Acceptance of Artificial Intelligence Devices in Chinese Hotels: Extending the AIDUA Model
2024	Universiti Teknologi MARA (UiTM)	Master of Science (Foodservice Management)	Wan Ilinajwa Wan Mustaffa	Generation Z Muslim Consumers Purchase Intention Towards 0.0% Alcohol Beverages
2023	Universiti Teknologi MARA (UiTM)	Doctor of Philosophy (Hotel and Tourism Management)	Muhammad Fauzi bin Mokhtar	An Exploration of Green Practices Categories, Challenges and Future Demand in Malaysia Hotels: A Holistic Perspective

EXTRA CURRICULARS AND AWARDS

2025	• Best paper award of the International Conference on Advances in Education and Social Sciences 2025
2024	• Best paper award of the 12th ASIAN Conference on Environment-Behaviour Studies
2023	• Best presenter of the 3rd Penang International Conference on Hospitality (PltCH) 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) • Best paper award for the 3rd Hospitality and Tourism Conference 2019
2018	• Best paper award for the 4th International Hospitality & Tourism Conference 2018
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.

* References available on request