



CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI (Personal Details)				
Nama Penuh (Full Name)	Siti Nurhayatikhairatun binti Mohd Sharif		Gelaran (Title): Dr.	
No. MyKad / No. Pasport (Mykad No. / Passport No.) 750327-12-5706	Warganegara (Citizenship) Malaysia	Bangsa (Race) Malay	Jantina (Gender) Female	
Jawatan (Designation)	Senior Lecturer	Tarikh Lahir (Date of Birth)	27/03/1975	

Alamat Semasa (Current Address)	Jabatan/Fakulti (Department/Faculty)	E-mel dan URL (E-mail Address and URL)
42, Jalan BS 14/4B, Taman Bukit Serdang, Seri Kembangan 43300 Selangor	Department of Food Service & Management/ Faculty of Food Science & Technology	snkhairatun@upm.edu.my

B. KELAYAKAN AKADEMIK (Academic Qualification)			
Nama Sijil / Kelayakan (Certificate / Qualification obtained)	Nama Sekolah Institusi (Name of School / Institution)	Tahun (Year obtained)	Bidang pengkhususan (Area of Specialization)
Ph.D.	Iowa State University, USA	2018	Hospitality Management

C. KEMAHIRAN BAHASA (Language Proficiency)					
Bahasa / Language	Lemah Poor (1)	Sederhana Moderate (2)	Baik Good (3)	Amat Baik Very good (4)	Cemerlang Excellent (5)
English					✓
Bahasa Melayu					✓
Lain-lain (other):					

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN (Scientific experience and Specialisation)				
Organization	Position	Start Date	End Date	Expertise
Malaysian Export Academy	Export Certified Professional	2022	N/A	Export matters
Iowa State University, USA	Food Safety & Defense Certificate	2017	N/A	Food Safety & Defense matters

E. PEKERJAAN (Employment)				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Lesofi Edar Niaga	Sole proprietor		Jan 2005	Dec 2013
Satri & Co.	Advocate & Solicitor		Jan 2002	Dec 2004
Lachman Lalchand & Associates	Advocate & Solicitor		Jan 1999	Dec 2001

F. ANUGERAH DAN HADIAH (Honours and Awards)				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Silver winner in International Halal Innovation Competition 2023	INHART-IIUM Gombak	Food Innovation	2023
	Bronze winner in PECIPTA 2022	Ministry of Higher Education, Malaysia	Food Innovation	2022
	Third Place winner in Emerald Malaysia Case Study Writing Competition	Emerald Publication	Teaching Case	2021
	Best Paper Award at 3rd International Language and Tourism Conference (ILTC)	IIUM Pagoh	Conference paper	2019
	Dean's Award for Excellent Academic Achievement	UiTM Shah Alam	Academic	2008

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)

- Khairatun, S. N. (2026). Cybersecurity incidents. In Eds, Applications of Cybersecurity and Digital Forensics in Modern Tourism Systems. IGI Global.
- Khairatun, S. N. (2026). Promoting Kelantanese culinary heritage through homestay program: A review. In Eds, Talukder, M. D., Kumar, S., Singh, K., & Haghi, A. K. Responsible Rural Tourism: Multidimensional Aspects of Tourism-Based Growth and Development in Rural Areas. Bentham Books. Bentham Science Publishers. Pte. Ltd.
- 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. *IIUM 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/IJARBSS/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. *IIUM 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.

H. PROJEK PENYELIDIKAN TERDAHULU <i>(Past Research Project)</i>					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
1.	Supporting female academician in research and publication	Co-researcher	2022	The Association of Commonwealth Universities (ACU), UK	completed
2.	Brand and product development of sauce made from pumpkin	Project Lead	2020	Ministry of Agriculture and Food Security (MAFS), Malaysia	completed
3	Market validation for pumpkin sauce and paste	Project Lead	2021	UPM InnoHub	completed

I. ID PUBLISHING <i>(Publishing ID)</i>		
	<i>Author ID</i>	<i>Name</i>
<i>Scopus</i>	https://www.scopus.com/results/authorNamesList.uri?st1=Khairatun&st2=Siti&origin=searchauthorlookup	Siti Nurhayati Khairatun
<i>ORCID ID</i>	https://orcid.org/0000-0002-5239-8212	Siti Nurhayati Khairatun
<i>Web of Science ID</i>		
<i>Researcher ID</i>		
<i>Others</i>		

J. RANGKAIAN SOSIAL <i>(Social Networking)</i>	
<i>Facebook</i>	https://www.facebook.com/khairatun.sitinurhayati/
<i>LinkedIn</i>	www.linkedin.com/in/siti-nurhayati-khairatun-511254115
<i>Researchgate</i>	https://www.researchgate.net/profile/Siti-Nurhayati-Khairatun-3
<i>Academia</i>	
<i>Google Scholar</i>	
<i>Blog</i>	-
<i>Website url</i>	-
<i>Others</i>	-