

CURRICULUM VITAE

DR. AHMAD FAREED ISMAIL



A. BUTIR-BUTIR PERIBADI (Personal Details)

Nama Penuh (Full Name)	AHMAD FAREED ISMAIL		Gelaran (Title): DR
No. MyKad / No. Pasport (Mykad No. / Passport No.) 810403145269	Warganegara (Citizenship) MALAYSIA	Bangsa (Race) MALAYSIA	Jantina (Gender) LELAKI
Jawatan (Designation)	PENSYARAH KANAN	Tarikh Lahir (Date of Birth)	3 APRIL 1981

Alamat Semasa (Current Address)	Jabatan/Fakulti (Department/Faculty)	E-mel dan URL (E-mail Address and URL)
42, JALAN AU4/2, TAMAN SRI KERAMAT TENGAH, 54200 KUALA LUMPUR	JABATAN PENGURUSAN & KHIDMAT MAKANAN, FAKULTI SAINS DAN TEKNOLOGI MAKANAN, UPM	ahmadfareed@upm.edu.my drfareedismail@gmail.com https://drfareedismail.wixsite.com/malaysia

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)
Bachelor of Food Science and Technology	Universiti Putra Malaysia	2003	Food Science and Technology
M.Sc. in Management	Putra Business School, Universiti Putra Malaysia	2008	Management of IT
PhD in e-business and Internet Marketing	Murdoch University, Western Australia, Australia	2014	Electronic Business and Internet Marketing

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					X

Bahasa Melayu					X
Chinese					
Lain-lain (other): Italian	X				

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN

(Scientific experience and Specialisation)

<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
International Journal of Hospitality Management	Reviewer	2011	Now	E- business & Internet marketing/ e-tourism
Australian & New Zealand Marketing Academy (ANZMAC) Conference	Session Chairman	2009	2009	marketing
Czech Tourism Annual Conference 2012	KeyNote Speaker	2012	2012	e-tourism
3 rd World Islamic Tourism Conference 2014	Plenary Speaker	2014	2014	Social Media Implementation

E. PEKERJAAN (Employment)

<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
Universiti Putra Malaysia	Tutor	Jabatan Pengurusan dan Khidmat Makanan	2003	2014
Business School, University Western Australia	Tutor	Department of Marketing	2009	2012
Australian School of Management	Lecturer	Hospitality Department	2010	2010
Murdoch University	Teaching Asisstant	Marketing Department	2010	2011

Tourism Malaysia (Perth)	Marketing Consultant	-	2010	2012
Tourism Malaysia (HQ)	Researcher	Internet Marketing Department	2010	2013
The Federal Agriculture Marketing Authority (FAMA), Malaysia	Translator	Postharvest Department	2004	2004
HAVI Food (M) Berhad	Internship	Overall	2002	2002

F. ANUGERAH DAN HADIAH (<i>Honours and Awards</i>)				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	Nominated for Best Thesis Award – International Federation of IT in Tourism based in Swiss	IFITT	Annual Award	2014
	Best Paper Award for SCM, Logistics and e-Business Track, ANZMAC 2009	ANZMAC	Annual Award	2009
	Golden Key International Honour Society	Golden Key International Association	Life Membership	Since 2000
<i>Non-Academic Awards</i>	Excellence Service Award 2005 by University Putra Malaysia	Universiti Putra Malaysia	Excellent Service Award	2005
	Special Excellence Leadership Award 2003 by Chancellor College, UPM	College Chancellor	Special Award	2003

	Nestle Award, Universiti Putra Malaysia	Faculty of Food Science and Technology, UPM	Student Excellence Award	2003
	Special Recognition Award, Chancellor College, UPM	Universiti Putra Malaysia	Special Student Award	2003
<i>Awards of Merit</i>	Award of Outstanding and Excellency in Leadership for MARA College	MARA	Best Student Award	2000

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)	
<i>Journals</i>	1. Ismail, A.F., Zorn, S.F., Boo, H.C., Murali, S., & Murphy, J. (2013). Information Technology Diffusion in Malaysia's Foodservice Industry. <i>Journal of Hospitality Tourism and Technology</i>, Vol. 4 (3), 2013, 1 - 12 2. Ismail, A.F., Hashim, N.H., Gemignani, G., and Murphy, J. (2011). Leapfrogging and Internet Implementation by Tourism Organizations. <u><i>Journal of Information Technology and Tourism (JITT)</i></u> 13(3), 177-189, Austria. 3. Boo, H.C., Ismail, A.F., and Saad, N.H.M. (2008). Effect of service recovery strategy on consumers' perception of justice: a multicultural perspective in Malaysia. <u><i>Revue Tourisme</i></u> (October), pp. 69-78. Toulouse, France.
<i>Books/Monographs</i>	
<i>Chapter in book</i>	1. Scaglione, Miriam; Ismail, Ahmad Fareed; Trabichet, Jean-Philippe; and Murphy, Jamie (2010). An Investigation of Leapfrogging and Web 2.0 Implementation, Gretzel, Ulrike (editor); Law, Rob (editor); Fuchs, Matthias (editor); <u><i>Information and Communication Technologies in Tourism 2010</i></u>, 441-454, Austria: SpringerWien New York. 2. Ismail, Ahmad Fareed; Sambasivan, Murali; Chern, Boo Huey and Murphy, Jamie (2009). Adoption of Back-of-house Information Technology in Malaysia's Foodservice Industry, In Carlsen, Jack (editor); Hughes, Michael (editor); Hones, Kristen (editor); Jones, Roy (editor); <u><i>See Change:</i></u>

	<u>Tourism and hospitality in a dynamic world</u>, 1414-1434 , Fremantle, WA: Curtin University of Technology 3. Ahmad Fareed Ismail, Syed Abd. Kadir AlSagoff, Murali Sambasivan, and Boo Huey Chern. (2007). Adoption of Information Technology in the foodservice industry: A diffusion innovation perspective. <u>In Readings on Tourism and Hospitality (Vol.1)</u>, pp. 233-246. Kedah, Malaysia: UUM Publisher.
Proceedings	1. Ismail, Ahmad Fareed., Abdullah, Russly., and Izzat, Amani (2019) "Exploring the Adoption of Cashless Payment Application: A Case of Consumers Acceptance at Hawker's Stall in Bazaar Ramadhan Kampung Baru, Kuala Lumpur, Malaysia" at <i>the ASEAN Emerging Researchers Conference 2019</i>, Sunway, Malaysia 2. Iliani, Ansori., Murphy, Jamie., Abdullah, Rusli., and Ismail, Ahmad Fareed (2019) "Exploring the Diffusion of Food Tourism Promotions Through ASEAN Destination of Marketing Organizations (DMOs) Official Websites & Social Media Applications" at <i>the ASEAN Emerging Researchers Conference 2019</i>, Sunway, Malaysia 3. Iliani, Ansori., Murphy, Jamie., Abdullah, Rusli., and * Ismail, Ahmad Fareed (2019) "Perception on the Adoption of Food Delivery Mobile Applications Among University Students in Selangor, Malaysia" at <i>the ASEAN Emerging Researchers Conference 2019</i>, Sunway, Malaysia 4. Salleh, Salmalina; Hashim, Noor Hazarina; Murphy, Jamie and Ismail, Ahmad Fareed (2014) "Instagram on smartphone: The influence of photo cues and source credibility on restaurant selection intention" at 12th Asia Pacific CHRIE Conference (<u>APacCHRIE 2013</u>), Sunway, Malaysia, May 5. Ismail, A.F., & Murphy, J. (2013). Facebook Fan Page Diffusion Measures. at the <i>2nd World Research Summit on Tourism and Hospitality: Crossing the Bridge</i>. Orlando, Florida, December 2013 6. Ismail, Ahmad Fareed, Budd, Daniel and Murphy, Jamie (2013) "Reliable Website and Facebook Fan Page Diffusion Measures" at the World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013 (<u>WHTER&ICES 2013</u>), Bangkok, Thailand, May 7. Ismail, Ahmad Fareed; Yee, Lee Sing; and Abu Bakar, Fatimah (2013) "Familiarity and Intention to Use Online Food Shopping Services among University Students in Klang Valley, Malaysia" at the World Conference on

	Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013 (WHTER&ICES 2013), Bangkok, Thailand, May 8. Budd, Daniel; Ismail, Ahmad Fareed, and Murphy, Jamie (2013) "Comparing Australian and Malaysian Destination's Internet Diffusion" at the 2013 Academy of Marketing Science (AMS) Annual Conference, Monterrey, Canada, May 9. Ismail, Ahmad Fareed and Murphy, Jamie (2013) "National Tourism Office Website and Facebook Fan Page Diffusion" at the 11th Asia Pacific CHRIE Conference (APacCHRIE 2013), Macau, May 10. Ismail, Ahmad Fareed; Ornelas, Ricardo Aguado; and Murphy, Jamie (2012) "Developing Country NTO Websites: Leapfrogging from Stakeholders Perspectives" at the Inaugural Travel and Tourism Research Association-Asia Pacific (TTRA-APac), Sunway, Selangor, Malaysia, November 11. Ismail, Ahmad Fareed; Ornelas, Ricardo Aguado; and Murphy, Jamie (2012) "National Tourism Organization Websites: Leapfrogging and Web Performance" at the Inaugural Travel and Tourism Research Association-Asia Pacific (TTRA-APac), Sunway, Selangor, Malaysia, November 12. Ogle, Alfred; and Ismail, Ahmad Fareed (2012) "Hotel Property Management System Guests' Name Field Architecture: Implications of Service Encounter Personalisation on Non-Western Guests" at the Inaugural Travel and Tourism Research Association-Asia Pacific (TTRA-APac), Sunway, Selangor, Malaysia, November 13. Hashim, Noor Hazarina, Ismail, Ahmad Fareed, and Syed-Ahmad, Sharifah Fatimah (2011) "Unified Nation Destination Brand: The Use of Photos as Visual and Slogan as Verbal Cues in Online Destination Branding" at the World Research Summit for Tourism and Hospitality, Hong Kong, December 14. Doan, Yean; Eliseyeva, Nadezhda; and Ismail, Ahmad Fareed (2011) "Implementation of Revenue Management: core concepts in hotels of Western Australia" at the 2nd International Research Symposium in Service Management, Yogyakarta, Indonesia, July 15. Ismail, Ahmad Fareed; Eliseyeva, Nadezhda and Murphy, Jamie (2011) "Tourism Malaysia Leapfrogging or following website fads and fashions?" at the 9th Asia Pacific CHRIE (APacCHRIE 2011) Conference, Hong Kong, June
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	16. Syed-Ahmad, Sharifah Fatimah; Ismail, Ahmad Fareed; Pengiran-Kahar, Dayangku Ida Nurul-Fitri and Murphy, Jamie (2011) "Flickring Arab destinations: Examining Muslim travel photos and audience response," at the 9th Asia Pacific CHRIE Conference, Hong Kong, June 17. Ismail, Ahmad Fareed, Qi, Shan Shan; Law, Rob; and Murphy, Jamie (2010) "Information Technology Studies in Tourism Journals," at the 8th Asia Pacific CHRIE Conference, Phuket, Thailand, August 18. Ismail, A.F., Weber, J., Schegg, R., & Murphy, J. (2010). "The adoption of mobile guides in hiking and cycling tourism," at the 8th Asia Pacific CHRIE Conference, Phuket, Thailand, August 19. Scaglione, Miriam; Ismail, Ahmad Fareed; Trabichet, Jean-Philippe; and Murphy, Jamie (2010) "An Investigation of Leapfrogging and Web 2.0 Implementation" at the ENTER 2010, Lugano, Swiss, February 20. Ismail, Ahmad Fareed; Hashim, Noor Hazarina; Schegg, Roland and Murphy, Jamie (2009) "Internet Implementation Leapfrogging and Website Performance," at the Australian & New Zealand Marketing Academy Conference, Melbourne, December. 21. Ismail, Ahmad Fareed; Sambasivan, Murali; Chern, Boo Huey and Murphy, Jamie (2009) "The Diffusion of Information Technology Applications in Malaysia's Foodservice Industry," at the Australian & New Zealand Marketing Academy Conference, Melbourne, December. 22. Zorn, Steffen; Ismail, Ahmad Fareed and Murphy, Jamie (2009) "Acquisition Methods and Customer Lifetime Value," at the Australian & New Zealand Marketing Academy Conference, Melbourne, December. 23. Syed-Ahmad, Sharifah Fatimah; Klobas, Jane E., Ismail, Ahmad Fareed and Murphy, Jamie (2009) "Pictures on the Web: Normative Photo Sharing with Friends and Travellers," at the Australian & New Zealand Marketing Academy Conference, Melbourne, December. 24. Syed-Ahmad, Sharifah Fatimah; Hashim, Noor Hazarina, Ismail, Ahmad Fareed and Murphy, Jamie (2009) "Travel Word of Mouth Norms on User-Generated Content Sites," The 7th Asia-Pacific CHRIE Conference, Singapore, 28-31 May. 25. Ismail, Ahmad Fareed; Sambasivan, Murali; Chern, Boo Huey and Murphy, Jamie (2009) "Adoption of Back-of-house Information Technology
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	in Malaysia's Foodservice Industry," CAUTHE 2009, February, Fremantle, Australia. 26. Ismail, A. F., Alsagoff, A. K., Boo, H. C., & Sambasivan, M. (2008). "Adoption of front-of-house information technology application among foodservice companies in Malaysia: An empirical investigation," 6th Asia Pacific CHRIE Conference, Perth, Australia, 21-24 May. 27. Ismail, A. F., Alsagoff, A. K., Boo, H. C., & Sambasivan, M. (2007) "Factors influencing adoption of front-of-house information technology application: The case of foodservice industry in Malaysia," the 10th ASEAN Food Conference, Kuala Lumpur, Malaysia, 21-23 August. 28. Boo, H. C., Ismail, A. F., & Fatimah, U. (2007). A multi-cultural perspective of service recovery strategy and its effects on consumers: perceived justice and post-recovery satisfaction. 5th Asia Pacific CHRIE & 13th Asia Pacific Tourism Association Joint Conference, Beijing, China, 23-27 May. 29. Boo, H. C., Ismail, A. F., & Saad, N. H. M. (2006). Effectiveness of service recovery strategy on consumers? Perceived justice: A multi-cultural perspective in Malaysia. The Asia-Euro Conference, Kuala Lumpur, Malaysia. 9-10 November. 30. Ismail, A. F., Alsagoff, A. K., Boo, H. C., & Sambasivan, M. (2005). Adoption of information technology in foodservice industry: A diffusion innovation perspective. The International Conference on Tourism and Hospitality, Penang, Malaysia. 28-29 November.
Other publications	<u>Non-refereed Conference presentations</u> 1. Ismail, Ahmad Fareed; Ornelas, Ricardo Aguado; and Murphy, Jamie (2012) "Developing Country NTO Websites: Leapfrogging from Stakeholders Perspectives" at the 62nd Association Internationale D'Experts Scientifiques Du Tourisme/ International Association of Scientific Experts in Tourism (Aiest) Conference 2012, Khon Kaen, Thailand, August 2012 2. Ismail, Ahmad Fareed (2012) "Tourism Organizations: Internet Leapfrogging and Evolution" at the Inaugural Young Researcher Workshop held in conjunction with the 62nd Association Internationale D'Experts Scientifiques Du Tourisme/ International Association of Scientific Experts in Tourism (Aiest) Conference 2012, Khon Kaen, Thailand, August 2012

	3. Ismail, Ahmad Fareed and Murphy, Jamie (2011) "Tourism organizations: Internet leapfrogging and evolution" at the 2nd Graduate Research Colloquium in Hospitality and Tourism held in conjunction with the 5th ICE International Panel of Experts (IPoE) Forum 2011, Sunway, Malaysia, November 2011 4. Ismail, Ahmad Fareed, Qi, Shan Shan; Law, Rob; and Murphy, Jamie (2009) "Information Technology Studies in Tourism Journals," at The 2nd Arab International E-Tourism & E-marketing Conference Egypt, December 5. Ismail, Ahmad Fareed; Murphy, Jamie; and Ahmed, Mustafa Faisal (2009) "Leapfrogging and Web Implementations by Tourism Organizations" at The 2nd Arab International E-Tourism & E-marketing Conference Egypt, December 6. Scaglione, Miriam; Ismail, Ahmad Fareed; Schegg, Roland; and Trabichet, Jean-Philippe (2009) "Web 2.0 Implementation: A Comparison of Tourism vs Online Newspapers," at The 2nd Arab International E-Tourism & E-marketing Conference Egypt, December
Computer software	

G. SENARAI PENERBITAN (Publication Identity)

Database	ID
Scopus	ahmadfareed@upm.edu.my
ORCID	https://orcid.org/0000-0003-1567-748X
Google Scholar	https://scholar.google.com.au/citations?user=FLax1mQAAAAJ&hl=en
ResearchGate	https://www.researchgate.net/profile/Ahmad-Fareed-Ismail
LinkedIn	https://www.linkedin.com/in/ahmad-fareed-ismail-217b1a299/

H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project)

Project No.	Project Title	Role	Year	Source of fund	Status
1	Information Technology Diffusion in Malaysia's Foodservice Industry	Main Researcher	3 years	Private	DONE
2	Adoption of Back-of-house Information Technology in Malaysia's Foodservice Industry	Main Researcher	3 years	Private	DONE
3	Adoption of front-of-house information technology application among	Main Researcher	3 years	Private	DONE

	foodservice companies in Malaysia: An empirical investigation				
4	An Investigation of Leapfrogging and Web 2.0 Implementation	Co-Researcher	1year	Private	DONE
5	Travel Word of Mouth Norms on User-Generated Content Sites	Co-Researcher	1year	Private	DONE
6	Pictures on the Web: Normative Photo Sharing with Friends and Travellers	Co-Researcher	2 years	Private	DONE
7	Leapfrogging and Internet Implementation by Tourism Organizations	Main Researcher	4 years	Private	DONE
8	Acquisition Methods and Customer Lifetime Value	Co-Researcher	2 years	Private	DONE
9	Internet Implementation Leapfrogging and Website Performance	Main Researcher	4 years	Private	DONE
10	The adoption of mobile guides in hiking and cycling tourism	Co-Researcher	1 year	Private	DONE
11	Information Technology Studies in Tourism Journal	Main Researcher	1 year	Private	DONE
12	Flickrimg Arab destinations: Examining Muslim travel photos and audience response	Co-Researcher	2 years	Private	DONE
13	Tourism Malaysia Leapfrogging or following website fads and fashions?	Main Researcher	2 years	Private	DONE
14	Implementation of Revenue Management: core concepts in hotels of Western Australia	Co-Researcher	1 year	Private	DONE
15	Unified Nation Destination Brand: The Use of Photos as Visual and Slogan as Verbal Cues in Online Destination Branding	Co-Researcher	2 years	Private	DONE

16	Hotel Property Management System Guests' Name Field Architecture: Implications of Service Encounter Personalisation on Non-Western Guests	Co-Researcher	1 year	Private	DONE
17	Developing Country NTO Websites: Leapfrogging from Stakeholders Perspectives	Main Researcher	2 years	Private	DONE
18	National Tourism Office Website and Facebook Fan Page Diffusion	Main Researcher	2 years	Private	DONE
19	Comparing Australian and Malaysian Destination's Internet Diffusion	Main Researcher	1 year	Private	DONE
20	Familiarity and Intention to Use Online Food Shopping Services among University Students in Klang Valley, Malaysia	Co-Researcher	1 year	Private	DONE
21	Reliable Website and Facebook Fan Page Diffusion Measures	Main Researcher	2 years	Private	DONE
22	Facebook Fan Page Diffusion Measures	Main Researcher	2 years	Private	DONE
23	Instagram on smartphone: The influence of photo cues and source credibility on restaurant selection intention	Co-Researcher	1 year	Private	DONE
24	Developing the Manasik (Hajj) Mobile Applications	Co-Researcher	1 year	Private	DONE

I. TEACHING EXPERIENCE				
Year	Courses Name / Code	Post	Institution	Level
2005	Foodservice Information System (PMK4511)	Teaching Assistant	Universiti Putra Malaysia	Degree
2006	Food Preparation Practical (FSM3003)	Teaching Assistant	Universiti Putra Malaysia	Degree
2006	Commercial Food Preparation (PMK4507)	Teaching Assistant	Universiti Putra Malaysia	Degree
2006	Operation Management in Food Industry (FSM3601)	Teaching Assistant	Universiti Putra Malaysia	Degree
2007	Operation Management in Food Industry (FSM3601)	Teaching Assistant	Universiti Putra Malaysia	Degree
2007	Information Systems in Food Industry (FSM4401)	Teaching Assistant	Universiti Putra Malaysia	Degree
2008	Undergraduate's Seminar (PMK4807)	Teaching Assistant	Universiti Putra Malaysia	Degree
2009	Foundations of Electronic Commerce (EBUS2205)	Tutor	University of Western Australia	Degree
2009	Marketing Research (MKTG3305)	Tutor	University of Western Australia	Degree
2010	Marketing Management (MKTG2203)	Tutor	University of Western Australia	Degree
2010	Strategic Marketing (MKTG3306)	Tutor	University of Western Australia	Degree
2010	Research Marketing (MKTG3305)	Tutor	University of Western Australia	Degree
2010	Information Systems for Tourism, Hospitality, & Event Management (MNG00418)	Lecturer	Australian School of Tourism and Hotel Management. Perth, Australia	Degree
2010	Tourism Marketing Topic for Unit Australia in Asia (FDN110)	Invited Lecturer	Murdoch University, Western Australia, Australia	Degree
2011	Information Systems for Tourism, Hospitality, & Event Management (MNG00418)	Lecturer	Australian School of Tourism and Hotel Management. Perth, Australia	Degree
2011	Consumer Behavior (MKTG2204)	Tutor	University of Western Australia	Degree
2011	Marketing Management (MKTG2203)	Tutor	University of Western Australia	Degree

2011	Marketing Research (MKTG3305)	Tutor	University of Western Australia	Degree
2012	Information Systems for Tourism, Hospitality, & Event Management (MNG00418)	Lecturer	Australian School of Tourism and Hotel Management. Perth, Australia	Degree
2013	Foodservice Information Systems (FSM4401)	Teaching Assistant	Universiti Putra Malaysia	Degree
2013	Concept of Foodservice Business	Lecturer	Universiti Putra Malaysia	Program Inkubasi Usahawantani-Fakulti Pertanian, UPM
2013 & 2014	Foodservice Management	Lecturer	Universiti Putra Malaysia	Program Inkubasi Usahawantani-Fakulti Pertanian, UPM
2013 & 2014	Food Production and Commercial Event (A)	Lecturer	Universiti Putra Malaysia	Program Inkubasi Usahawantani-Fakulti Pertanian, UPM
2013 & 2014	Food Production and Commercial Event (B)	Lecturer	Universiti Putra Malaysia	Program Inkubasi Usahawantani-Fakulti Pertanian, UPM
2014/2015	Pengurusan Sistem Maklumat dalam Perkhidmatan Makanan (FSM4503)	Senior Lecturer	Universiti Putra Malaysia	Degree
2014/2015	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2015/2016	Pengenalan Kepada Industri Makanan (Kumpulan 2-BSPMK) (FSM3001)	Senior Lecturer	Universiti Putra Malaysia	Degree
2015/2016	Penjualan dan Pemasaran dalam Industri Makanan (FSM4502)	Senior Lecturer	Universiti Putra Malaysia	Degree
2015/2016	Pengurusan Sistem Maklumat dalam Perkhidmatan Makanan (FSM4503)	Senior Lecturer	Universiti Putra Malaysia	Degree
2016/2017	Pengenalan Kepada Industri Makanan (Kumpulan 2-BSPMK) (FSM3001)	Senior Lecturer	Universiti Putra Malaysia	Degree
2016/2017	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2017/2018	Pengenalan Kepada Industri Makanan (Kumpulan 2-BSPMK) (FSM3001)	Senior Lecturer	Universiti Putra Malaysia	Degree

2017/2018	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2017/2018	Pengurusan Sistem Maklumat dalam Perkhidmatan Makanan (FSM4503)	Senior Lecturer	Universiti Putra Malaysia	Degree
2018/2019	Sistem Operasi Perkhidmatan Makanan (FSM4701)	Senior Lecturer	Universiti Putra Malaysia	Degree
2018/2019	Pengenalan Kepada Industri Makanan (Kumpulan 1-BSPPM) (FSM3001)	Senior Lecturer	Universiti Putra Malaysia	Degree
2018/2019	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2018/2019	Pengurusan Sistem Maklumat dalam Perkhidmatan Makanan (FSM4503)	Senior Lecturer	Universiti Putra Malaysia	Degree
2019/2020	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2019/2020	Pengurusan Sistem Maklumat dalam Perkhidmatan Makanan (FSM4503)	Senior Lecturer	Universiti Putra Malaysia	Degree
2020/2021	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2020/2021	Pengurusan Sistem Maklumat dalam Perkhidmatan Makanan (FSM4503)	Senior Lecturer	Universiti Putra Malaysia	Degree
2021/2022	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2021/2022	Seminar Pelajar Tahun Akhir (FSM4977)	Senior Lecturer	Universiti Putra Malaysia	Degree
2021/2022	Projek Ilmiah Pelajar Tahun Akhir (FSM4999B)	Senior Lecturer	Universiti Putra Malaysia	Degree
2022/2023	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2022/2023	Pemasaran Dan Penjenamaan Dalam Industri Makanan (FSM5602)	Senior Lecturer	Universiti Putra Malaysia	Postgraduate
2022/2023	Digitalisasi Dan Pengurusan Sistem Maklumat Dalam Industri Perkhidmatan Makanan (FSM4505)	Senior Lecturer	Universiti Putra Malaysia	Degree

2023/2024	Sistem Maklumat Pengurusan dalam Industri Makanan (FSM4401)	Senior Lecturer	Universiti Putra Malaysia	Degree
2023/2024	Digitalisasi Dan Pengurusan Sistem Maklumat Dalam Industri Perkhidmatan Makanan (FSM4505)	Senior Lecturer	Universiti Putra Malaysia	Degree