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A. PERSONAL DETAILS

UMK JOIN DATE	16-Jul-2008
DATE OF APPOINTMENT FOR CURRENT POSITION	31-Jul-2016
DATE OF CONFIRMATION FOR CURRENT POSITION	09-May-2019
EDUCATION(S)	• **(2016) UNIVERSITI PUTRA MALAYSIA** IJAZAH DOKTOR FALSAFAH PELANCONGAN • **(2010) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA PERNIAGAAN TOURISM MANAGEMENT AND HOSPITALITY • **(2007) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA MUDA PENGURUSAN PENGURUSAN PELANCONGAN • **(2003) POLITEKNIK JOHOR BHARU** DIPLOMA PENGURUSAN PELANCONGAN • **(1999) Sek. Men. Tek. Tanah Merah** SPM
GROUP OF EXPERTISE	• Tourism Management (F0711080111) • Tourism Management (F0711080111)
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) Tahun 2021 (2022)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Jasa Universiti Tahun 2018 (2019)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Gemilang UMK Tahun 2017 -Pengajaran dan Pembelajaran (2018)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang 2016 (2017)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• TEACHER | KEMENTERIAN PELAJARAN MALAYSIA 15-Jan-2008 - 14-Jun-2008 • Lecturer | Universiti Malaysia Kelantan 01-Jul-2008 - 31-Dec-2015
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT1053 - PRINCIPLES OF MARKETING • AHS2013 - INTRODUCTION TO HOSPITALITY INDUSTRY • AHS4083 - CURRENT ISSUE IN HOSPITALITY • APT2013 - ENTREPRENEUR BEHAVIOR • APT2033 - BUSINESS LAW • ATS3023 - EVENT MANAGEMENT • ATS3053 - TRAVEL AND TOURS MANAGEMENT • ATS3063 - LEISURE AND RECREATION MANAGEMENT • ATS4083 - CURRENT ISSUES IN TOURISM • HPTM2024 - RESEARCH METHODS FOR THE MASTER'S DEGREE • HTA40103 - DOMESTIC AND INTERNATIONAL TRAVEL MANAGEMENT • HTA40203 - MEETING, INCENTIVE, CONVENTION & EXHIBITION (MICE) • HTB30103 - LEISURE AND RECREATION MANAGEMENT • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS20103 - TRAVEL AND TOURS MANAGEMENT • HTS20203 - EVENT MANAGEMENT • HTS30103 - VISITOR ATTRACTION AND RESORT MANAGEMENT • HTS30203 - TOURISM PLANNING AND DEVELOPMENT • HTS30303 - ECOTOURISM

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Siti Afiqah Zainuddin, Rahman, Mohd Safian Abdul, Wahid, Azhar, Yiannaki, Simona Mihai, Roslizawati Che Aziz, Fakhitah Ridzuan, Adeneye Yusuf Babatunde, Azizah Musa. (2025). Evaluating the Role of Risk Management in Waqf Asset Sustainability: A Conceptual Model. , Vol. 598 , pp. 277 - 284. https://doi.org/10.1007/978-3-031-91424-9_26 2. Patwary, Ataul Karim, Rasoolimanesh, S. Mostafa b;, Aziz, Roslizawati Che, Ashraf, Muhammad Umair d;, Alam, Md. Mahmudul, Rehman, Shafique Ur g. (2025). Assessing Environmental Performance Through Environmental Management Initiatives, Green Extrinsic and Intrinsic Motivation, and Resource Commitment in Malaysian Hotels. International Journal of Hospitality and Tourism Administration , Vol. 26(2) , pp. 311-342. https://doi.org/10.1080/15256480.2024.2312474 3. Rahman, M.S.A.(Yayasan Infaq Angkasa, Petaling Jaya), Zainuddin, S. A., ; Mihai-Yiannaki, S.M.(European University Cyprus, Cyprus), Musa, A., Aziz, R.C., Adeneye Yusuf Babatunde, Adam, S., Mohamad S.R., Julia Tan Yin Yin. (2025). Critical Insights into Waqf Research: A Bibliometric Review. Studies in Systems, Decision and Control , Vol. 598 , pp. 933-946. https://doi.org/10.1007/978-3-031-91424-9_81 4. Patwary A.K., Rasoolimanesh S.M., Hanafiah M.H., Aziz, R.C., Mohamed A.E., Ashraf M.U., Azam N.R.A.N.. (2024-04-30). Empowering pro-environmental potential among hotel employees: insights from self-determination theory. Journal of Hospitality and Tourism Insights , Vol. 7(2) , pp. 1070 - 1090. https://doi.org/10.1108/JHTI-10-2023-0713 5. Ataul Karim Patwary, Che Aziz R., Nik Hashim N.A.A.. (2023). Investigating tourists' intention toward green hotels in Malaysia: a direction on tourist sustainable consumption. Environmental science and pollution research international , Vol. 30(13) , pp. 38500 - 38511. https://doi.org/10.1007/s11356-022-24946-x 6. Ataul Karim Patwary, Sharif, Arshian, Che Aziz R., Hassan, Mohamad Ghozali Bin, Najmi, Arsalan, Rahman, M. K.. (2023). Reducing environmental pollution by organisational citizenship behaviour in hospitality industry: the role of green employee involvement, performance management and dynamic capability. Environmental science and pollution research international , Vol. 30(13) , pp. 37105 - 37117. https://doi.org/10.1007/s11356-022-24710-1 7. Jan A., Rahman H.U., Zahid M., Salameh A.A., Khan P.A., Al-Faryan M.A.S., Che Aziz R., Ali H.E.. (2023). Islamic corporate sustainability practices index aligned with SDGs towards better financial performance: Evidence from the Malaysian and Indonesian Islamic banking industry. Journal of Cleaner Production , Vol. 405 . https://doi.org/10.1016/j.jclepro.2023.136860 8. Patwary A.K., Rasoolimanesh, S. M., Aziz, R.C., Mohamed, A, E, Nisar, Q. A., Khan, N.F.A.H.. (2023). Exploring tourists¿ ecocentric and anthropocentric attitudes towards green hotels: theory of planned behaviour and norm activation theory perspective. Asia Pacific Journal of Tourism Research , Vol. 28(8) , pp. 841 - 859. https://doi.org/10.1080/10941665.2023.2276472 9. Kunjuraman Velan, Hussin, Rosazman, Che Aziz R.. (2022-09). Community-based ecotourism as a social transformation tool for rural community: A victory or a quagmire?. Journal of Outdoor Recreation and Tourism , Vol. 39 . https://doi.org/10.1016/j.jort.2022.100524 10. Ataul Karim Patwary, S. Mostafa Rasoolimanesh, Md Karim Rabiul, Roslizawati Che Aziz, Mohd Hafiz Hanafiah. (2022). Linking environmental knowledge, environmental responsibility, altruism, and intention toward green hotels through ecocentric and anthropocentric attitudes. International Journal of Contemporary Hospitality Management , Vol. 34(12) , pp. 4653-4673. https://doi.org/10.1108/IJCHM-01-2022-0039 11. Khan, MA, Abbas, K, Su'ud, MM, Salameh, AA , Alam, MM, Aman, N, Mehreen, M, Jan, A., Hashim N.A.A.N., Che Aziz R.. (2022). Application of Machine Learning Algorithms for Sustainable Business Management Based on Macro-Economic Data: Supervised Learning Techniques Approach. Sustainability (Switzerland) , Vol. 14(16) . https://doi.org/10.3390/su14169964 12. Aziz, R.C., Marican, N.D, Hamzah, S. (2021-02). Potential and opportunities of Sungai Sedim Amenities Forest as ecotourism products in Malaysia. GEOGRAFIA-MALAYSIAN JOURNAL OF SOCIETY & SPACE , Vol. 17(1) , pp. 107-122. https://doi.org/10.17576/geo-2021-1701-09 13. Mohd Yusof M.F., Wong A., Ahmad, G., Che Aziz R., Hussain K.. (2020-03). Enhancing hospitality and tourism graduate employability through the 2u2i program. Worldwide Hospitality and Tourism Themes , Vol. 12(2) , pp. 137-144. https://doi.org/10.1108/WHATT-12-2019-0077 14. Nik Hashim, N.A.A., Yusoff, A.M, Awang, Z., Aziz, R.C., Ramlee, S.I.F., Bakar, N.A., Noor, M.A.M, Fatt, B.S. (2019). The effect of domestic tourist perceived risk on revisit intention in Malaysia. International Journal of Innovative Technology and Exploring Engineering (IJITEE) , Vol. 8(10) , pp. 4591-4596. https://doi.org/10.35940/ijitee.J1085.0881019 15. Norsyamlina Che Abdul Rahim, Norsuriani Samsudin, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Mohd Hakam Nazir. (2025-12). Healing Women, Building Futures: The Social Entrepreneurship of Purut Therapy Centre. International Journal of Entrepreneurship Case Study , Vol. 4(2) , pp. 69-75. https://doi.org/10.51471/7jb1w179

16. Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Mohd Hakam Nazir. (2025-12). Revitalizing Tradition in Modern Postnatal Healing: A Case Study of BabyMom Confinement Centre. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 91-100. https://doi.org/10.51471/9b920698
17. Mohd Hakam Nazir, Norsuriani Samsudin, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Norsyamlina Che Abdul Rahim. (2025-12). Innovating Postnatal Care in Malaysia: A Case Study of Roseville Confinement Centre. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 84-91.
18. Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Mohd Hakam Nazir. (2025-12). Redefining Confinement Care: The Entrepreneurial Journey of D¿Lina Spa & Wellness. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 47-57. https://doi.org/10.51471/bg2dwr65
19. Ahmad Faezi Ab. Rashid, Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Mohd Hakam Nazir. (2025). From Smart Street Lady to Smart Businesswoman: Fabulous Story of Zuzana Postnatal Care & Beauty House. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 105-110. https://doi.org/10.51471/5bvj5029
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21. Auni Fatnin Agus Rizal, Roslizawati Che Aziz, Mohamad Khairi Alwi. (2024). Exploring the Barriers And Challenges in Developing Geopark Heritage Destination: The Case of Gunung Stong and Lojing Highlands, Malaysia. Journal of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 9(37) , pp. 86-93. https://doi.org/0/35631/JTHEM.937009
22. Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Marlisa Abdul Rahim, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Harnidah Samengon. (2023). Factors Influencing Customers' Travel Reviews on Hotel Tourist Loyalty. ResMilitaris - revue europeenne d'études european journal of military studies , Vol. 13 (1) .
23. Nor Dalila Marican, Nur Athirah Sumardi, Roslizawati Che Aziz, Derweanna Bah Simpong, Hasif Rafidee Hasbollah. (2021). The Shari¿ah Compliance Spa for Wellness and Tourism Context in Malaysia. Turkish Journal of Computer and Mathematics Education (TURCOMAT) , Vol. 12 , pp. 3. https://doi.org/10.17762/TURCOMAT.V12I3.1329
24. Roslizawati Che Aziz, Nor Dalila Marican, Suriati Hamzah. (2021). Peluang dan potensi Hutan Lipur Sungai Sedim sebagai produk eko pelancongan di Malaysia. GEOGRAFIA Malaysian Journal of Society and Space , Vol. 17(1) , pp. 107-122.
25. Roslizawati Che Aziz, Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Fadhilahanim Aryani Abdullah, Siti Salina Saidin, Norsyuhada Zulkefil, Nurzehan Abu Bakar. (2021). Student Motivation in Outdoor Recreation Engagement: Examining the Validity and Reliability of the measuring Instruments. Journal of Contemporary Issues in Business and Government , Vol. 27(2) , pp. 4723-4731.
26. Lu Man Hong, Muhammad Azim Abu Hassan Sha¿ari, Wan Farha Wan Zulkiffli, Roslizawati Che Aziz, Mohammad Ismail. (2020-03). Determinant Factors that Influence Entrepreneurial Intention among Students in Malaysia. , Vol. 22(1) , pp. 80 - 86. https://doi.org/10.9744/jmk.22.1.80¿86
27. Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Anis Nazihah Ahmad Nordin, Halimatus Sakdiyah Hosayni, Nur Fatin Syawani Suhaimi, Abdullah Muhamed Yusoff. (2020). Determinant Factors that Affect E-Learning Approach in Teaching and Learning at Higher Education: A Literature Review.. Jurnal Penyelidikan Sains Sosial (JOSSR). , Vol. 3(8) , pp. 42-51.

PROCEEDING(S)

1. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin, Roslizawati Che Aziz, Norizan Musa, Norsyamlina Che Abdul Rahim. (2025-12). Empowering Communities Through Wellness: A SPA Therapy Skills Program for Kuala Krai Community. In SULAM Innovate Showcase and Symposium (SUISS 2025) , pp. 77-80. UMK Press.
2. Roslizawati Che Aziz, Norsuriani Samsudin, Fauzan Hafiz Muhammad Safri, Norsyamlina Che Abdul Rahim, Mohamad Khairi Alwi, Hazi Hafizah Usolludin, Hasmiyaton Jamaluddin, Meltina Masanti, Tshin Lip Vui, Amzari Abu Bakar. (2025). E-Proceeding Outdoor Recreation and Adventure Tourism (OUTREC' 2024). In Outdoor Recreation and Adventure Tourism Symposium 2024 (OUTREC' 2024) , pp. 1-269. Ricom Trading.
3. Raja Norliana Raja Omar, Roslizawati Che Aziz, Ahmad Fahme Mohd Ali, Abdullah Muhamed Yusoff. (2025). Digital Detox Tourism and Its Effects on Relationship Building and Social Bonding in Adventure Tourism. In e-PROCEEDING OUTDOOR RECREATION & ADVENTURE TOURISM 2025 , pp. 2-7. Ricom Trading Sdn Bhd. https://doi.org/978-629-99863-3-1
4. Hasmiyatun Jamaluddin, Nazni Ahmad Nazri, Roslizawati Che Aziz. (2024-08). Pelancongan Kesihatan (Health Tourism) di Malaysia: Cabaran dan Hala Tuju Masa Depan. , pp. 79-85. Universiti Malaysia Kelantan.
5. Ruzanifah Kosnin, Raja Norliana Raja Omar, Roslizawati Che Aziz, Nor Syuhada Zulkefli, Abdullah Muhamed Yusoff, Ahmad Fahme Mohd Ali. (2024). The Implementation of Future, Apprenticeship, Competence and Employee (Industry FACE) in Innovative Curriculum. In INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL 2024) X KONGRES DAN PERTANDINGAN INOVASI PENGAJARAN & PEMBELAJARAN UKM (kNOVASI 2024) , pp. 99-102. Pusat Pengajaran & Pembangunan Kurikulum (Pengajaran-UKM).
6. Roslizawati Che Aziz, Nur Ida Fatihah Che Shalifullizam, Suchi Hassan, Nik Zirwatul Fatihah Ismail, Ataul Karim Patwary. (2024). Navigating The Landscape: Transforming Wellness Tech Into Technological Wellness. , pp. 14-19. Universiti Malaysia Kelantan.
7. ROSLIZAWATI CHE AZIZ, RAJA OMAR, RAJA NORLIANA, Ruzanifah Kosnin. (2024). Artificial Intelligent (AI) in health and wellness industry: Benefits and Challenges. In e-PROCEEDING GLOBAL WELLNESS CONFERENCE (GLOW 2024) , pp. 1 - 7. UMK Press.
8. Marican, N.D, Ali A.F.M., Che Aziz R., Mohd Yusof M.F.. (2023). Designing Value Proposition for Indigenous Inspired Spa Strategic Marketing: A Research Proposal. In Lecture Notes in Networks and Systems , pp. 333-340. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_22
9. Rahim, Aqilah Abdul, Noor J.N.J, Che Aziz R., Majid S., Muhammad M., Razafbinrabe, B., Abong, N. N. D., Nordin, S. M., Yusof, M.. (2022). Evaluation of knowledge and perception of locals toward the conservation effort in mangrove forest at Delta Tumpat, Kelantan, Malaysia. In IOP Conference Series: Earth and Environmental Science , pp. 1-5. Institute of Physics. https://doi.org/10.1088/1755-1315/1102/1/012086
10. Nor Syuhada Zulkefli, Roslizawati Che Aziz, Aifa Rozaini Mohd Radzol. (2021-09). Developing a Framework on Success Performance of Community Based Homestay Tourism Programme: An Evidence from Insider of Homestay Perspective. In GLOBAL TOURISM CONFERENCE 2021 , pp. 45-47. Penerbit UMT. https://doi.org/10.46754/gtc.2021.11.013

	11. Siti Salina Saidin, Roslizawati Che Aziz, Suchi Hassan. (2021). Online learning tools and platforms in higher education during COVID-19. In The 2nd Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE 2021) , pp. 54-56. MMU Press. 12. Nor Dalila Marican, ROSLIZAWATI CHE AZIZ, Norhamizah Mohamad Abiah, Nor Syazleen Azahar, Nor Farhana Hadidi, Noorzatil Izni Adlini Saroni. (2021). Attitudes, Subjective Norms, and Perceived Behaviour Control Factors Influencing Muslim Friendly Spa Visit. , pp. 1-8. 13. Hashim, N.A.A.N., Aziz, R.C., FahmieRamlee, S.I., Zainuddin, S. A., Zain, E.N.M., Awang, Z., Mohamad S.R., Muhamed Yusoff, A.. (2020-12-30). E-learning technology effectiveness in teaching and learning: Analyzing the reliability and validity of instruments. In 1st International Conference on Mechanical, Electronics and Computer Engineering 2020, ICMECE 2020 . IOP Publishing Ltd. https://doi.org/10.1088/1757-899X/993/1/012096
BOOK(S)	1. Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Lee Wan Zhen, Derweanna Bah Simpong, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid. (2026-08). Modul Latihan Pembangunan Komuniti Lestari melalui Industri Spa dan Kesejahteraan. Ricom Trading. 2. Dzulkifli Mukhtar, Siti Amaliya Mohd Radyi, ROSLIZAWATI CHE AZIZ, Amira Jamil, Norfadhilah Ibrahim. (2025-09-01). Simulasi Manual Sistem Jaminan Halal - Kopi Mesin. UNIVERSITI MALAYSIA KELANTAN. 3. Roslizawati Che Aziz, Norsuriani Samsudin, Siti Fathihah Abd Latif, Abdullah Muhamed Yusoff, Nurul Hafizah Mohd Yasin, Luqman Abu Bakar. (2024-12-11). e-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024) - SULAM Project/ SULAM Concept. UMK Press. 4. Roslizawati Che Aziz, Ahmad Fahme Mohd Ali, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Fairuladilan Hamadun, Md Ariff Ariffin, Hidayat Hamid. (2024-11). The Story of SCCIP 2024 Sustainability in The Creative and Cultural Industries Programme: Asean & Beyond. Universiti Malaysia Kelantan. 5. Roslizawati Che Aziz, Raja Norliana Raja Omar. (2024-06). E-Proceeding Global Wellness Conference (GLOW 2024). Library Universiti Malaysia Kelantan. 6. Roslizawati Che Aziz, Norsuriani Samsudin, Siti Fathihah Abd Latif, Abdullah Muhamed Yusoff, Nurul Hafizah Mohd Yasin, Luqman Abu Bakar. (2024). E-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024). UMK Press. 7. Kunjuraman Velan, Roslizawati Che Aziz, Nurzehan Abu Bakar. (2021). Ecotourism and rural community development. UMK PRESS. 8. Nik Alif Amri Nik Hashim, Selvi Novianti, Abdullah Muhamed Yusoff, Nur Hafizah Muhammad, Zaimatul Awang, Roslizawati Che Aziz. (2020). The Recipes: Traditional Delicacies of Bandung, Indonesia. Book Publisher International. https://doi.org/10.9734/bpi/mono/978-93-90431-64-9
	1. Fauzan Hafiz Muhammad Safri, Ahmad, M.A., Velayuthan, S.K., Khairul, A.P., Roslizawati Che Aziz, Abdullah Muhamed Yusoff, Raja Norliana Raja Omar. (2026-01). Evaluating the Effectiveness of Work-Integrated Learning Internships in Bridging Employability Gaps in the Tourism Sector. In Business Models of the Future (pp. 1069-1081). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-85398-2_94 2. Siti Afiqah Zainuddin, Yiannaki S.M., Talha M., Yeo S.F., Roslizawati Che Aziz, Baharudin D.M., Basri Y.M., Zainuddin S.H.B.. (2026). Green Innovation and Firm Performance: The Mediating Role of Environmental Accounting. In Intelligent Governance in the Big Data Era (pp. 431-440). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-032-14698-4_41 3. Fakhitah Ridzuan, Hasnan Ramli, Mohd Hakimi Aiman Ibrahim, Norsyamlina Che Abdul Rahim, Siti Afiqah Zainuddin, Roslizawati Che Aziz, Rosli Sareya. (2025). Artificial Intelligence in Zakat Management: Opportunities and Challenges. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability . Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_8 4. Siti Afiqah Zainuddin, Ridhwan Abdul Rahman, Fakhitah Ridzuan, Roslizawati Che Aziz, Nik Malini Nik Mahdi, Nur Izzati Mohamad Anuar, Siti Rohana Mohamad, Mohd Rushdan Yasoa', Siti Zamanira Mat Zaib. (2025). Enhancing Transparency and Accountability in Waqf Management Through Digital Accounting Practices. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability (pp. 251-257). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_23 5. Siti Afiqah Zainuddin, Mohd Safian Abdul Rahman, Azhar Wahid, Simona Mihai Yiannaki, Roslizawati Che Aziz, Fakhitah Ridzuan, Muhammad Amirul Zainol, Siti Zamanira Mat Zaib. (2025). Framework for Standardized Financial Reporting in Waqf Institutions: Aligning with International Accounting Standards. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability (pp. 269-276). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_25 6. Siti Afiqah Zainuddin, Mohd Safian Abdul Rahman, Azhar Wahid, Simona Mihai Yiannaki, Roslizawati Che Aziz, Fakhitah Ridzuan, Adeneye Yusuf Babatunde, Nurullafuziah Binti Ismail, Nur A'mirah binti Mohd Yaziz. (2025). The Integration of Performance Measurement and Social Impact Assessment in Waqf Reporting. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability (pp. 285-293). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_27 7. Siti Afiqah Zainuddin, Mohd Safian Abdul Rahman, Muhammad Ikram Darus, Simona Mihai Yiannaki, Roslizawati Che Aziz, Fakhitah Ridzuan, Adeneye Yusuf Babatunde, Evi Dwi Kartikasari, Liyana Ahmad Afip. (2025). The Role of Digital Transformation in Enhancing Financial Accountability and Donor Engagement in Waqf Institutions. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability (pp. 295-304). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_28 8. Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Ruzanifah Kosnin. (2025). An Exploration of Culture and Heritage Conservation Approaches in Kelantan, Malaysia. In Studies in Systems, Decision and Control (pp. 845 - 855). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_73 9. Mas¿udah, Siti, Maraya, Ravindaran, Shamshudeen, Rosya Izyanie, Kandasamy, Silllalee S., Razali, Asbah, Roslizawati Che Aziz, Siti Afiqah Zainuddin. (2025). Analysing Global Research Trends in Information Technology (IT) and Logistics: A Bibliometric Perspective. In Studies in Systems, Decision and Control (pp. 205 - 215). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_19 10. Siti Afiqah Zainuddin, Ridhwan Abdul Rahman, Fakhitah Ridzuan, Roslizawati Che Aziz, Borhan Sareya Abdullah, Nik Malini Nik Mahdi, Siti Rohana Mohamad, Bazilah Raihan Mat Shawal, Nur A'mirah binti Mohd Yaziz. (2025). Integrating Environmental, Social, and Governance (ESG) Reporting in Waqf Accounting: Towards Sustainable Waqf Practices. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability . Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_84

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RESEARCH(S)	1. A FRAMEWORK OF INTEGRATED ROBOTIC PROCESS AUTOMATION (RPA) FOR THE ACCOUNTING AND FINANCE DEPARTMENT TO OPTIMIZE FINANCIAL PERFORMANCE | MEMBER | UMK-FUND | 2023 2. BEHAVIORAL INTENTION TO USE TRAVEL MOBILE APPS AMONG MALAYSIAN MILLENNIAL GENERATION | MEMBER | SGJP | 2017 3. DEVELOPING A MINIMUM STANDARD OF ENVIRONMENTAL PRACTICE (MYSOEP) FOR LOCAL HOMESTAY PROVIDERS | MEMBER | UMK-PRO | 2022 4. DEVELOPING AN INTEGRATED COMMUNITY-BASED ECOTOURISM AT GUNUNG STONG PARK & LOJING HIGHLAND, GUA MUSANG, KELANTAN | HEAD | UMKRS | 2021 5. ENGAGEMENTS OF TRAVEL ACTIVITIES AMONG STUDENTS IN MALAYSIA | HEAD | FRGS | 2010 6. FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS) MINISTRY OF HIGHER EDUCATION MALAYSIA | MEMBER | MOF | 2020 7. GERAN PROGRAM KEUSAHAWANAN BERIMPAK TINGGI 2020 MINISTRY OF HIGHER EDUCATION | MEMBER | MOF | 2020 8. IDENTIFICATION OF STRATEGY TO INTRODUCE AN INTEGRATED COMMUNITY BASED ECOTOURISM (CBET) IN KELANTAN GEO-PARK HERITAGE DESTINATIONS | HEAD | FRGS | 2023 9. INVESTIGATION OF AWARENESS AND KNOWLEDGE ON GREEN ACTIVITIES AND CURRENT GREEN PRACTICES BY HOMESTAY OPERATORS | MEMBER | SGJP | 2016 10. KURSUS PERSIJILAN OUTDOOR RECREATION COURSE DI BAWAH KPT-PACE | HEAD | KPT | 2022 11. KURSUS PERSIJILAN PROGRAM SCUBA DIVING DI BAWAH KPT-PACE | HEAD | KPT | 2022 12. MALAYSIA TRULY ASIA : DEVELOPING SMART TOURISM MOBILE APPS FOR INTERNATIONAL TRAVELERS IN MALAYSIA (STOMAIT) | MEMBER | UMK-COM | 2022 13. MODELLING THE INDIGENOUS-INSPIRED SPA STRATEGIC MARKETING USING GOLDEN CIRCLE METHOD | MEMBER | FRGS | 2020 14. PROVISION OF THE PROSTHETICS SERVICES FOLLOWING LOWER-LIMB AMPUTATION | MEMBER | SGJP MYRA USM | 2017 15. SOCIAL TRANSFORMATIONS OF RURAL COMMUNITIES THROUGH ECOTOURISM: A PROPOSED CONCEPTUAL FRAMEWORK | MEMBER | SGJP | 2017 16. THE DETERMINANTS OF TOURIST TRAVEL INTENTION IN MALAYSIA: THE ROLE OF PERCEIVED RISK AND DESTINATION IMAGE | MEMBER | FRGS | 2017 17. UMK FUNDAMENTAL RESEARCH GRANT (UMK-FUND) 2020 | MEMBER | UMK-FUND | 2020
SUPERVISION	• **ASSESSING KNOWLEDGE AND PUBLIC AWARENESS ON MANGROVE FOREST CONSERVATION EFFORTS IN DELTA TUMPAT, KELANTAN** | CO SUPERVISOR FOR A MASTER'S STUDENT • **ASSESSING THE EFFECT OF SERVICE QUALITY AND PERCEIVED VALUE ON CUSTOMERS SATISFACTION AND CUSTOMERS LOYALTY IN THE TRAVEL AGENCY** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **CONTRIBUTION OF COMMUNITY-BASED ECOTOURISM ATTRACTIONS TO SUSTAINABLE DEVELOPMENT IN THE SAVANNA REGION OF GHANA. A CASE STUDY OF MOLE NATIONAL PARK** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **EXPLORATION OF THE CORE MOTIVATIONAL FACTORS OF SHARIAH-COMPLIANT SPA PRODUCTS AND SERVICES UTILIZATION AMONG THE SPA-GOERS** | CO SUPERVISOR FOR A MASTER'S STUDENT • **FACTORS INFLUECING CYBERPRENEURSHIP INTENTION USING PERSONAL INNOVATIVENESS AS A MEDIATOR AMONG ENTREPRENUERIAL UNIVERSITY STUDENTS** | CO SUPERVISOR FOR A MASTER'S STUDENT • **FACTORS INFLUENCES CHILDREN IN FAMILY TRAVEL DECISION IN EAST COAST MALAYSIA** | MAIN SUPERVISOR FOR A MASTER'S STUDENT

	• **IDENTIFICATION OF STRATEGY TO INTRODUCE AN INTEGRATED COMMUNITY-BASED ECOTOURISM (CBET) IN KELANTAN GEO-PARK HERITAGE DESTINATIONS** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **Integration Of Halal Values And Local Wisdom In Spa Entrepreneurship: A Study On The Development Of Traditional Coconut Oil-based Services In West Sumatra** | CO SUPERVISOR FOR A PHD'S STUDENT • **MANAGING WATERFALL OF GHANA FOR A SUSTAINABLE ECOTOURISM DEVELOPMENT** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **THE CREDIBILITY OF USER-GENERATED CONTENT AND ITS EFFECT ON TOURIST VISIT INTENTIONS: THE MEDIATING ROLE OF DESTINATION IMAGERY** | CO SUPERVISOR FOR A PHD'S STUDENT • **TOURISM ENVIROMENT AND SUSTAINABILITY AN ASSESSMENT OF THE CONTRIBUTION OF SMALL AND MEDIUM SCALE COASTAL TOURISM ENTERPRISES (SMSCTE)** | MAIN SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	• Product Name: LAE-APPRENTICESHIP Award: GOLD Role: Member Exhibition Name: 8 th Teaching and Learning Innovatio n Festival (TLIF) 2022 • Product Name: SOCIAL MEDIA Award: GOLD Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: BACKPACKERS TRAVELLER Award: GOLD Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: RIZBRUNANA HIGH FIBRE BISCUIT: FROM WASTE TO HEALTH Award: GOLD Role: Member Exhibition Name: INTERNATIONAL VIRTUAL EXPO OF INNOVATION PRODUCT AND SYSTEM DESIGN 2023 ¿EMBRACING THE SPIRIT OF INNOVATION AND TECHNOLOGY¿ • Product Name: ECOTOURISM Award: GOLD Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 4.0 • Product Name: CAMPUS-AWAY APPROACH: HYFLEX LEARNING FOR INDUSTRY MODE PROGRAM Award: GOLD Role: Member Exhibition Name: INTERNATIONAL TEACHING ENHANCEMENT & LEARNING INNOVATION (TELIC) 2023 • Product Name: My Escapade Award: SILVER Role: Head Exhibition Name: EREKA • Product Name: TRAVEL & TOURS Award: SILVER Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: Go Fit Award: SILVER Role: Member Exhibition Name: Carnival Research & Innovation (CRI 2019) • Product Name: COMMUNITY-BASED TOURISM Award: SILVER Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 4.0 • Product Name: DEVELOPMENT OF GLOWYBEE ANTI ACNE BOOSTER SERUM FOR COMMERCIALIZATION Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: HOMESTAY PROGRAM Award: BRONZE Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0

D. CONSULTATION

CONSULTATION(S)	1. PERUNDING PROJEK EMPOWER ECER | HEAD | 2020 2. PROGRAM PERUNDINGAN PERKHIDMATAN DI SEK KEB TUDAN, SABAH | MEMBER | 2020 3. PERUNDING PROJEK EMPOWER ECER | HEAD | 2021 4. PROGRAM PERUNDINGAN PERKHIDMATAN DI SEK KEB TUDAN, SABAH | MEMBER | 2021 5. PROJEK PERUNDINGAN MAJLIS DAERAH JELI | HEAD | 2021 6. PROJEK PERUNDINGAN PENSIJILAN SCUBA DIVING (OPEN WATER CERTIFICATE) | HEAD | 2022 7. PROJEK PENSIJILAN KEMAHIRAN REKREASI LUAR 2022 (OUTDOOR RECREATION SKILLS CERTIFICATION COURSE) | HEAD | 2022 8. RUMAH TAMU MASJID BANDAR JELI DAN KHIDMAT KOMUNITI | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	