DR. NUR HAFIZAH BINTI MUHAMMAD (00691A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	20-Nov-2011
DATE OF APPOINTMENT FOR CURRENT POSITION	11-Feb-2020
DATE OF CONFIRMATION FOR CURRENT POSITION	08-Jan-2023
EDUCATION(S)	• **(2019) UNIVERSITY OF READING, UNITED KINGDOM** IJAZAH DOKTOR FALSAFAH AGRICULTURE AND FOOD ECONOMICS • **(2014) UNIVERSITI PUTRA MALAYSIA** IJAZAH SARJANA PENGURUSAN MAKANAN • **(2010) UNIVERSITI PUTRA MALAYSIA** IJAZAH SARJANA MUDA SAINS (PENGAJIAN MAKANAN) PERKHIDMATAN MAKANAN • **(2004) SMK DATO' AHMAD SAID TAMBAHAN** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) Tahun 2023 (2024)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AHS3053 - FACILITY MANAGEMENT • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4103 - FOOD AND BEVERAGE MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS10103 - INTRODUCTION TO HOSPITALITY INDUSTRY • HHS10203 - RESTAURANT MANAGEMENT • HHS20103 - BASIC SERVING • HHS20303 - HALAL MANAGEMENT IN HOSPITALITY • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT30103 - RESEARCH METHODOLOGY • HPT40108 - INDUSTRIAL TRAINING • HPTD2024 - RESEARCH METHODS FOR DOCTORAL DEGREE

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Ghaffar, S. F. A., Ahmad G., Ibrahim M., Yussof N.D.M., Muhammad N.H., Musa R., Isa I.I.M.. (2023). Relationship between Parental Emotional Styles and Family Values to Anxiety Level among Primary School Children. Malaysian Journal of Medicine and Health Sciences , Vol. 19(3) , pp. 302 - 309. https://doi.org/10.47836/MJMHS.19.3.39 2. Hashim N.A.A.N., Bakar, N. A., Zain, E.N.M., Yusoff, N.D.M., Muhammad, Nur Hafizah. (2020). Travel Mobile Applications Technology: Examining the Reliability and Validity of Instruments.. International Journal of Advanced Science and Technology , Vol. 29(6s) , pp. 3882-3885. 3. Nurul Hafizah Mohd Yasin, Noor Raihani Zainol, Norsuriani Samsudin, Nur Hafizah Muhammad, Nursalihah Ahmad Raston, Siti Rohana Mohamad. (2026). Exploring the Influential Factors Shaping Household Food Waste Management Behaviour. Journal of Advanced Research Design , Vol. 140(1) , pp. 161-175. https://doi.org/10.37934/ard.140.1.161175 4. Nor Maizana Mat Nawi, Nur Hafizah Muhammad, Nur Farihin Abd Hadi Khan, Nor Amira Mohd Razali, Harnidah Samengon. (2025-12-31). Examining the influence of airport physical environment on passenger satisfaction. Journal Of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10(42) , pp. 296-309. https://doi.org/DOI 10/35631/JTHEM.1042019 5. Mohd Hafzal Abdul Halim, Nur Hafizah Muhammad, Mohd Firdaus Mohd Nasir, Muhammad Shahrim Sehak, Nasmizatun Asela Nasrudin. (2025-12). Exploring the Predictive Role of Turnover Intentions on Employee Termination in Hotels Through Important-Performance Analysis. Journal of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10 (42) , pp. 348¿367. https://doi.org/10.35631/JTHEM.1042023 6. Mohd Hafzal Abdul Halim, Nur Hafizah Muhammad, Mohd Firdaus Mohd Nasir, Muhammad Shahrim Sehak, Nasmizatun Asela Nasrudin. (2025-12). The Role of Job Satisfaction in Turnover Intentions and Termination among Hotel Employees In Malaysia. Journal of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10 (42) , pp. 368¿388. https://doi.org/ttps://doi.org/10.35631/JTHEM.1042024 7. Muhammad N.H., Razali, N. A. M.. (2024-01-17). Halal Certification in Hospitality: A case study of a Muslim owner restaurant in Kelantan, Malaysia. International Journal of Islamic Studies Islamic Finance and Management , Vol. 2 (2) , pp. 17-23. 8. Ahmad Fahme Mohd Ali, Nor Dalila Marican, Nur Hafizah Muhammad. (2022). Expenditure Patterns among Poor Households (Zakat Recipients): A Case in Kelantan, Malaysia. AZKA International Journal Of Zakat & Social Finance (AZJAF) , Vol. 3(2) , pp. 35-60. https://doi.org/10.51377/azjaf.vol3no2.113 9. Muhammad N.H., Mat Yusoff N.D.. (2022). Take away or delivery? Acceptance of online food delivery (OFD) during COVID-19 pandemic. Journal of Tourism, Hospitality & Culinary Arts , Vol. 14(1) , pp. 286 - 296.
PROCEEDING(S)	1. Nur Hafizah Muhammad, Muhammad Akmal Karim, Nor Syafika Seli, Iffa Nurbalqis Noorizani, Nur Dayana Aqilah Mohd Roshidi. (2024-12-28). Investigation on the Intention of Using Social Media on Promoting Food and Beverage Among Entrepreneurs. . 2. Norizan Musa, Nur Hafizah Muhammad, Nor Amira Mohd Razali, Nur Farihin Abd Hadi Khan. (2024-12). E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (HotWec 2024) - Hospitality. In E Proceeding Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 1-279. UMK Press. 3. Muhammad N.H., Halim M.H.A., Nur Syahirah Mohd Nawi, Rasdi, A.L.M., Ahmad, N. A.. (2023). Encountering Jaycustomer at Hospitality Business: The Roles of Staffs¿ Experience and Age in Determining Workplace Stress. In Lecture Notes in Networks and Systems , pp. 805 - 814. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-26956-1_75 4. Jennifer Jawat Nyambong, Asma¿Ul Husna, Izzah Faizyah, Izzul Ikhwan, Nur Hafizah Muhammad. (2023). The Study on Tourist Visit Intention Theme Park in Malaysia. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 29 - 45. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 5. Wan Rosfaziera Wan Othman, Fatin Shazlin Zaidi, Mahirah Mohammad Norh, Izzah Alias, Nur Hafizah Muhammad. (2022). The Effect of Product Performance, Ease of Use and Social Influence on Customer¿s Intention towards using Delivery Service by foodpanda in Malaysia During Pandemic Covid-19. In E-PROCEEDING HoTWeC 6.0 , pp. 413 - 423. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 6. Alwi N.M., Flor J.-F., Anuar N.H., Mohamad, J., Hanafi, N.N.H., Muhammad N.H., M Zain,M H K, M Nasir,M R. (2022). Retrofitting measures for climate resilience: Enhancing the solar performance of Malaysian school buildings with passive design concepts. In IOP Conference Series: Earth and Environmental Science . Institute of Physics. https://doi.org/10.1088/1755-1315/1102/1/012014 7. Abdullah, F. A., Jamaludin, M. H., Rikinorhakis Ridzwan, Yusoff, A.M, Khadri, N.A.M., Muhammad N.H., Hasbollah H.R.. (2022). The factors influencing on consumer preference towards smoke meat. In AIP Conference Proceedings . American Institute of Physics Inc.. https://doi.org/10.1063/5.0079275 8. Loke, M.H., Nooralam, M.N.F.N., Roslan, N.S.A., Azani, S.N., Nur Hafizah Muhammad. (2021-01-11). Acceptance of Consumers Towards Traditional Food Innovation: Ready Meal Nasi Lemak in Malaysia. , pp. 99-109. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 9. Atiqah Rahman, Shahiera Che Mat, Atikah Rashid, Syafiqah Sukri, Nur Hafizah Muhammad. (2021-01). The Effects of Jay-Customer Behaviours on Job Stress Among Customer Service Employees in Hospitality Industry. , pp. 218-225. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 10. Afidatul Al-Ahmadi, Hanis Hassan, Mastura Meri, Ng Mei Kei, Nur Hafizah Muhammad. (2021-01). Understanding the Factors Causing Household Food Waster at Three Urban Areas in Peninsular Malaysia. , pp. 110-120. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 11. Muhammad N.H.. (2021). Food Packaging Trends and Issues Approaching Sustainability: Insights from Industrial Experts in the UK. In Lecture Notes in Networks and Systems , pp. 362 - 373. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-69221-6_27
BOOK(S)	1. Nur Farihin Abd Hadi Khan, NOR MAIZANA MAT NAWI, DERWEANNA BAH SIMPONG, Mazne Ibrahim, Nurul Fardila Abd Razak, Nor Amira Mohd Razali, Harnidah Samengon, Nur Hafizah Muhammad, Nurashikin A. Ridzuan. (2025-12). Serving Made Simple: The Preparation. AFARI ENTERPRISE. 2. Hasnita Che Harun, Nor Hafiza Othman, Noorul Azwin Md Nasir, Muhammad Najmi Mohd Masri, Nik Nur Azwanida Zakaria, Nor Diyana Mustapa, Suraya Sukri, Suhaila Abdul Kadir, Ahmad Zaki Amiruddin, Rosazura Safian, Tuan Norhaslan Tuan Seman, Nur Shairah Mohd Bazli, Noorshella Che Nawi, Mohd Radyi, Siti Amaliya, Siti Shukhaila Binti Shaharuddin, Murshidah Mohd Asri, Nur Hafizah Muhammad, Norfadhilah Ibrahim, Marwan Ismail, Siti Bahirah Saidi, Syed Muhammad Al-Amsyar Syed Abd Kadir, Ismi Luqman Hamadi Ibrahim, Mohammad Syukran Bin Kamal Ruzzaman, Nur Hafiza binti Tengku Mohd Zahid, Siti Hajar binti Mohamed

	Mokhtar, Norsolehah binti Abdul Wahab. (2024). Garis Panduan Pembangunan dan Pelaksanaan Pembelajaran Terbuka dan Jarak Jauh Universiti Malaysia Kelantan (UMK). Penerbitan Korporat UMK. 3. 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
CHAPTER(S)	1. Siti Fatimah Ab Ghaffar, Mazne Ibrahim, Nur Dalila Yusoff, Nur Hafizah Muhammad, Musa, Ramli, Mohamad Isa, Irma Izani, Masiran, Ruziana. (2025). Validation and Psychometric Properties of Bahasa Malaysia Version on Parent Emotional Style Questionnaire (PESQ). In Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities (pp. 649-658). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_56 2. Nur Hafizah Muhammad, Nur Azimah Othman, Derweanna Bah Simpong, Mohd Hafzal Abdul Halim, Nurul Fardila Abd Razak. (2025). Chapter 6: The Use of Social Media as Marketing Medium among Online Food Entrepreneur in Kelantan. In Regenerative Tourism Practices Beyond Sustainability (pp. 174 - 193). UTAR Press. 3. Bakar, N. A., Rahim, M. A., Muhammad N.H., Nasir, M. N. M., Halim M.H.A., Simpong, D.B. (2024). Exploring the Profound Influence of Memorable Religious Tourism Experiences on Subjective Well-Being Among Malaysian Pilgrims. In Studies in Systems, Decision and Control (pp. 691 - 702). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_60 4. Muhammad N.H., Nawi, Nor Maizana Mat, Bakar, N. A., Razali, N. A. M., Razak, N.F.A, Othman, N.A.. (2024). ¿Viral Food¿ Obsession: Influence of Product Attributes, Personal Attitudes, and Social Group on Consumer¿s Purchasing Behaviour. In The AI Revolution: Driving Business Innovation and Research (pp. 679 - 690). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_59 5. Muhammad N.H., Muhamed Yusoff, A., Nawi N.M.M., Razak, N.F.A, Simpong.D. (2023). Pro-environmental Behaviour Impacts on the Willingness to Pay for Bio-based Sustainable Food Packaging. In The Implementation of Smart Technologies for Business Success and Sustainability (pp. 325 - 324). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-10212-7_28 6. Nur Dalila Yusoff, Derweanna Bah Simpong, Nurul Fardila Abd Razak, Nur Azimah Othman, Nur Hafizah Muhammad, Fadhilahanim Aryani Abdullah, Siti Fatimah Ab Ghaffar, Nadzirah Mohd Said. (2023). The Effect of Food Hawkers¿ Behaviour Towards Environmentally Friendly Food Packaging. In Finance, Accounting and Law in the Digital Age (pp. 701-713). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_63 7. Nik Hashim N.A.A., Hashim, H., Ramlee, S.I.F., Muhammad, Nur Hafizah, Bibit, N.S., Fatt, B.S, Remeli, M.R., Awang Z.. (2021). Prospective Tourists' Cognitive Image Prone to Safety and Security Destination. In Insights into Economics and Management (pp. 24-33). Book Publisher International. 8. Abu Bakar, N., Nik Hashim N.A.A., Othman, N.A., Muhammad, Nur Hafizah, Abdullah, T., Shuhada Deraman S. N., Zainuddin, S. A., Mat Nawi, N.M.. (2021). The Use of Unified Acceptance Technology Model for Travel Mobile Applications. (pp. 112-120). Book Publisher International.
OTHER(S)	1. Nur Hafizah Muhammad. (2026-06). Pelaksanaan Standard Mesra Muslim dalam Hotel di Kelantan: Perbandingan Antara Resort Bajet dan Hotel di Kelantan. Penerbitan Korporat UMK. 2. Nor Maizana Mat Nawi, Nur Hafizah Muhammad, Nur Azlina Jamaludin, Nur Alia Safiya Rosnizam, Nur Akhmalia Mohd Lazin, Nur Atikah Abdul Jalil. (2026). Aurage Luxe: Nature¿s Glow from Orange Waste. UMK Press. 3. Nur Hafizah Muhammad. (2025-07-28). Postgraduate Colloquium: Pemangkin Kecemerlangan Penyelidikan dan Jalinan Ilmiah. Penerbitan Korporat UMK. 4. Tuan Nuraida Tuan Muhamad, Nur Batrisyia Sahira Mohd Zaidi, Usaila Azha, Muhammad Amir Husaini Zakuwan, Nur Hafizah Muhammad. (2024-12-28). Factors Influenced the Intention to Consumed Viral Food Trend in Social Media Among Young Generations. 5. Qistina Zakuwan, Siti Hawa Wendy Abdullah, Ameerah Afiqah Abdul Bhari, Muhammad Aidil Abdullah, Nur Hafizah Muhammad. (2024-12-22). The Influence of Reviews in Online Booking Platforms Towards Guest¿s Decision to Reserve a Hotel Room. 6. Afiqah Liyana Binti Abdul Razak, Ahmad Aliff Hakimi Bin Mat Nasir, Aida Roshaiza Binti Mohd Zaki, Chua Yi Fan, Nur Hafizah Muhammad. (2024). Factors Influencing Consumer¿s Purchase Intention on New Seasonal Menu Selection (Viral Food). Fakulti Hospitaliti, Pelancongan Dan Kesejahteraan. 7. Nur Athirah Sumardi, Fadhilahanim Aryani Abdullah, Nur Hafizah Muhammad, Ghazali Ahmad, Nur Aliah Mansor. (2021). HERB2BE HERBS TEABAG: SOLUTION TO DYSMENORRHOEA (MENSTRUAL PAIN). 8. Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkiffli, Roslizawati Che Aziz, Nor Maizana Mat Nawi, Zaimatul Awang, Nur Hafizah Muhammad, Abdullah Muhamed Yusoff. (2020). Grab Pay App: The Factors Influencing Tourists¿ Behavioural Intention-to-Use. International Research Association for Talent Development and Excellence. 9. Harnidah Samengon, Nik Alif Amri Nik Hashim, Khairun Najihah Sabri, Salme Yahya, Nur Hafizah Muhammad, Yusoff, A.M, Sathish Kumar Velayuthan. (2020). Factors affecting self-service technology towards intention to adopt the technology among consumer in the foodservice industry.
RESEARCH(S)	1. EVALUATION OF THE ISLAMIC MULTIDIMENSIONAL POVERTY INDEX (I-MPI) MODEL BASED ON MAQASID SYARIAH (OBJECTIVES OF SYARIAH) IN KELANTAN | MEMBER | SGJP | 2020 2. EVALUATION OF CONSUMER ACCEPTANCE TOWARDS BREAKFAST CEREAL ALTERNATIVE OF ORANGE-FLESHED SWEET POTATO: IPOMOEA CRUNCHYCRUNCH CEREAL | MEMBER | SGJP | 2020 3. EXPLORING THE IMPACT OF ISLAMIC PRINCIPLES IMPLEMENTED IN HOTEL OPERATIONS ON EMPLOYEE WELL-BEING | MEMBER | UMK-FUND | 2023 4. THE EXPLORATION EXPERIENCE OF SUSTAINABLE HOME-BASED ACCOMMODATION MODEL | MEMBER | FRGS | 2022 5. THE EVALUATION OF FAMILY-BASED PROGRAM IN REDUCING ANXIETY AMONG PRIMARY SCHOOL CHILDREN | MEMBER | SGJP | 2020 6. THE EVALUATION OF FAMILY-BASED PROGRAM IN REDUCING ANXIETY AMONG PRIMARY SCHOOL CHILDREN | MEMBER | UMK-FUND | 2020

	7. THEORETICAL INVESTIGATION OF CONSUMERS¿ PRO-ENVIRONMENTAL BEHAVIOUR IMPACTS ON THE WILLINGNESS TO PAY (WTP) FOR NEW BIO-BASED SUSTAINABLE PACKAGING | HEAD | UMK-FUND | 2020
SUPERVISION	• **DEVELOPING PROPOSED GUIDELINE FOR GREEN WASTE MANAGEMENT PRACTICE AMONG FOOD TRUCK OPERATORS IN KLANG VALLEY** | CO SUPERVISOR FOR A PHD'S STUDENT • **Enhancing Customer Citizenship Behaviour Through Experience, Service Quality, And Expectation: A Comparative Study Of Local And Chain Hotels In West Sumatra** | CO SUPERVISOR FOR A PHD'S STUDENT • **PROBLEM FACING HOSPITALITY INDUSTRY AND SOLUTIONS IN NIGERIA (A CASE STUDY IN LAGOS)** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **THE EXPLORATION EXPERIENCE OF SUSTAINABLE HOME BASED ACCOMODATION** | CO SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: FACTORS INFLUENCING CONSUMER¿S PURCHASE INTENTION ON NEW SEASONAL MENU SELECTION (VIRAL FOOD) Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 6.0 • Product Name: Hospitality, Tourism and Wellness Colloquium 5.0 Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: International Joint Conference on Hospitality and Tourism 2021 Award: SPECIAL Role: Member Exhibition Name: International Joint Conference on Hospitality and Tourism 2021 • Product Name: International Conference on Hospitality, Tourism and Wellness & Hospitality and Tourism Conference Award: SPECIAL Role: Head Exhibition Name: International Conference on Hospitality, Tourism and Wellness & Hospitality and Tourism Conference • Product Name: Carnival on Research and Innovation 2021 Award: SILVER Role: Member Exhibition Name: Carnival on Research and Innovation 2021 • Product Name: Student's Behaviour Towards Fast Food in Universiti Malaysia Kelantan Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 7.0 • Product Name: Basic Serving Interactive Game-Based Learning Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation 2022 • Product Name: Factor Influencing the Intention to Visit Theme Park in Malaysia Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 7.0 • Product Name: Travel and Tour Award: BRONZE Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: Watermelon Cookies Award: BRONZE Role: Member Exhibition Name: Beginner's Innovation Entrepreneurship and Exhibition (BIE 6.0) • Product Name: Hospitality, Tourism and Wellness Colloquium 5.0 Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: Hospitality, Tourism and Wellness Colloquium 5.0 Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: Hospitality, Tourism and Wellness Colloquium 4.0 Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 4.0 • Product Name: HE EFFECT OF PRODUCT PERFORMANCE, EASE OF USE AND SOCIAL INFLUENCE ON CUSTOMER¿S INTENTION TOWARDS USING DELIVERY SERVICE BY FOODPANDA IN MALAYSIA DURING PANDEMIC COVID-19 Award: NONE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 6.0

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	