DR. NUR DALILA BINTI MAT YUSOFF (00794A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: nurdalila@umk.edu.my
Tel:

A. PERSONAL DETAILS

UMK JOIN DATE	04-Sep-2012
DATE OF APPOINTMENT FOR CURRENT POSITION	04-Sep-2012
DATE OF CONFIRMATION FOR CURRENT POSITION	11-Apr-2016
EDUCATION(S)	• **(2022) UNIVERSITI MALAYSIA SARAWAK** IJAZAH DOKTOR FALSAFAH PENGURUSAN • **(2012) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA HOSPITALITI FOODSERVICE • **(2005) SMK RAJA SAKTI** SPM
GROUP OF EXPERTISE	• Hospitality Management (F0711080202) • Hospitality Management (F0711080202)
AWARD(S)	
WORKING EXPERIENCE(S)	• Lecturer | Insaniah University College,Alor Setar, Kedah. 01-Nov-2010 - 31-Aug-2012
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AHS2013 - INTRODUCTION TO HOSPITALITY INDUSTRY • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4093 - HOSPITALITY ENTREPRENEURSHIP SEMINAR • AHS4103 - FOOD AND BEVERAGE MANAGEMENT • AHS4112 - HOSPITALITY RESEARCH PROJECT (I) • AHS4113 - HOSPITALITY RESEARCH PROJECT (II) • APT2013 - ENTREPRENEUR BEHAVIOR • HFT10103 - FUNDAMENTAL OF MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHB30403 - FOOD CULTURE AND HERITAGE • HHP10203 - INTRODUCTION TO HOSPITALITY ENTREPRENEURSHIP INDUSTRY • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS10203 - RESTAURANT MANAGEMENT • HHS20203 - BASIC COOKERY • HHS30203 - FOOD AND BEVERAGE MANAGEMENT • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT20203 - BUSINESS LAW • HPT20303 - TECHNOLOGY AND INFORMATION IN BUSINESS • HPT30103 - RESEARCH METHODOLOGY • HPT40108 - INDUSTRIAL TRAINING

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Nurul Hafizah Mohd Yasin, Norsuriani Samsudin, Mazne Ibrahim, Siti Zamanira Mat Zaib, Nor Syuhada Zulkefli, Nur Dalila Mat Yusoff. (2025-12). Sustainable consumption in practice: exploring green product purchase intentions among Malaysian adults. Journal of Tropical Resources and Sustainable Science , Vol. 13(Special Issue) , pp. 87-94. 2. Latif, H. A., Mat Yusoff N.D., Jaafar, N.. (2020). Determinants Of Waste Management Among Malaysian Food Hawkers Business Among Malaysian Food Hawkers Business: A Qualitative Framework. Solid State Technology , Vol. 63(6) , pp. 15631-15643. 3. Dalila, Latif, H., Jaafar, N., Aziz, I., Afthanorhan, A.. (2020). The mediating effect of personal values on the relationships between attitudes, subjective norms, perceived behavioral control and intention to use. , Vol. 10(1) , pp. 153-162. https://doi.org/10.5267/j.msl.2019.8.007 4. Wan Farha Wan Zulkiffli, Nik Alif Amri Nik Hashim, Munirah Manshar, Derweanna Bah Simpong, Nur Izzati Mohamad Anuar, Mohd Zulkifli Muhammad, Nur Dalila Yusoff. (2021). Do Service Quality, Price, and Comfort Affect Consumer Satisfaction: The Study of Ride-Hailing Services in Malaysia. Journal of Contemporary Issues in Business and Government , Vol. 27(2) , pp. 4562-4571. https://doi.org/10.47750/cibg.2021.27.02.482 5. Hajar Haris, Hazwani Sabri, Lyzendra Oneh, Firdaus Buraera, Nur Dalila Yusoff, Mazne Ibrahim. (2014-09-10). The Impacts of Lifestyle Study and Eating Behaviour Quality on Academic Performance among University Students. Journal of Hospitality, Tourism and Wellness Studies , Vol. 1(1) , pp. 103-114.
PROCEEDING(S)	1. Nurul Hafizah Mohd Yasin, Nur Ida Fatihah Che Shalifullizam, Akma T.N.Z.T.S., Nur Dalila Yusoff, Nor Syuhada Zulkefli, Raja Norliana Raja Omar, Aikal Liyani Mohd Rasdi. (2025-02-25). Consumer purchase intention of organic food: A cross-sectional study among young adult. In AIP Conference Proceedings . American Institute of Physics. https://doi.org/10.1063/5.0260060 2. Yasin, N.H.M., Nordin N.H., Nordin N., Mud N.N.N., Zaib S.Z.M, Abdullah, F. A., Mat Yusoff N.D., Razak, N.F.A. (2023). The Application of Planned Behavior Theory to the Adoption of Food Bank Program Among University Students. In Lecture Notes in Networks and Systems , pp. 641-654. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08084-5_46 3. Fatin Nur Nadirah Binti Anuar Ibrahim, Fatin Nuratikah Binti Wahab, Mohamad Zul Aiman Bin Khairul Azmi, Loshene A/P Selvarajoo, Nur Dalila Yusoff. (2022). Factors Influencing Eating Behaviours Among University Students during the Covid-19 Pandemic in Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 468-478. FHPK. 4. Fatin Farzana Roslan, Fatin Izani Che Mat, Latha Ayyakannu, Asyrulnaim Pattah Akhir, Nur Dalila Yusoff, Derweanna Bah Simpong. (2022). The Effect of E-Learning on Academic Performance of University Students in Malaysia during Covid-19 Pandemic. In E-PROCEEDING HoTWeC 6.0 , pp. 457-467. FHPK.
BOOK(S)	
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. Nurhaiza Nordin, Nurnaddia Nordin, Nordin, Nur Ilyana Amiiraa, Nik Noorhazila Nik Mud, Fadhilahanim Aryani Abdullah, Nur Dalila Yusoff, Nurul Hafizah Mohd Yasin. (2024). Technology, Innovation, and Agricultural Development : A Case of Rice Cultivation in Kelantan, Malaysia. (pp. 209 - 220). Springer Nature Switzerland AG. https://doi.org/10.1007/987-3-031-71213-19 3. Nurnaddia Nordin, Nurhaiza Nordin, Nordin, Nur Ilyana Amiiraa, Nik Noorhazila Nik Mud, Fadhilahanim Aryani Abdullah, Nur Dalila Yusoff, Nurul Hafizah Mohd Yasin. (2024). Government Development Expenditure and Its Economic Impact : Insights from ASEAN Countries. (pp. 633 - 644). Springer Nature Switzerland AG. https://doi.org/10.1007/987-3-031-71213-5 4. Zaidi, Nur Amiera, Abdullah, Fadhilahanim Aryani, Mat Yusoff N.D., Mahshar M., Raja Daud, Raja Rosnah, Radhi, A.. (2024). Empowering Women¿s Participation in Malaysia¿s Tourism Industry: A Comprehensive Analysis. In Studies in Systems, Decision and Control (pp. 805-814). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_69 5. Othman, N.A., Simpong, D.B, Mat Yusoff N.D., Said, N.M., Hashim, H., Abdullah, F. A.. (2023). The Influences of Online Food Images Towards People¿s Behavioural Intention to Visit a Restaurant. In Finance, Accounting and Law in the Digital Age. Contributions to Management Science (pp. 509 - 518). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_47 6. Simpong, D.B, Othman, N.A., Mat Yusoff N.D., Hazzyati Hashim, Said, N.M.. (2023). The Impacts of Social Capital Toward Indigenous Entrepreneurs Socio-Economic Development. In Finance, Accounting and Law in the Digital Age. Contributions to Management Science (pp. 441-451). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_40 7. 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 8. Nur Dalila Yusoff, Abdul Latip, Hamrila Binti, Jaafar, Norizan Binti, Zainol, N. R., Daud, N. I. M.. (2022). Hawkers¿ Attitude on Environmentally Friendly Food Packaging Practices in Night Market. (pp. 23 - 34). Springer Science and Business Media B.V.. https://doi.org/10.1007/978-3-030-94672-2_2
	1. Ahmad Fahme Mohd Ali, Roslizawati Che Aziz, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Ruzanifah Kosnin, Nor Syuhada Zulkefli, Fauzan Hafiz Muhammad Safri, Mazne Ibrahim, Nur Dalila Yusoff, Mohammed

OTHER(S)	Ruqaimi Remeli, Sathish Kumar Velayuthan, Norsuriani Samsudin, Mohd Zamruri Ab Ghani, Lydia Irffian Mohd Isa. (2024). Laporan program - Sustainability In The Creative & Cultural Industries Programme - Asean & Beyond (SCCIP 2024). UMK Press. 2. Amir Redzman Ahmad Ramze, Nurul Azlin Mustafa, Nur Farahain Sabri, Wee May Lee, NUR DALILA BINTI MAT YUSOFF. (2024). The Impact of Online Review Towards Restaurant Selection. UMK Press. 3. Nik Alif Amri Nik Hashim, Raja Norliana Raja Omar, Nurul Aziah Ahmad, Aikal Liyani Mohd Rasdi, Ruzanifah Kosnin, Nur Dalila Yusoff, Abdullah Muhamed Yusoff. (2021-05). Factors Affecting the Willingness to Purchase Green Products among University Undergraduates. Linguistica Antverpiensia. 4. Nurul Hafizah Mohd Yasin, Fadhilahanim Aryani Abdullah, NurHaiza Nordin, Nurnaddia Nordin, Nur Dalila Yusoff, Nik Noorhazila Nik Mud, Siti Zamanira Mat Zaib, Nurul Fardila Abd Razak. (2021). Fund for Food: Complete Guide to Help Fight Hunger on Campus.
RESEARCH(S)	1. THE EVALUATION OF FAMILY BASED PROGRAM IN REDUCING ANXIETY AMONG PRIMARY SCHOOL CHILDREN | MEMBER | UMK-FUND | 2020 2. THEORETICAL INVESTIGATION ON FOOD HAWKERS¿ BEHAVIOUR TOWARDS ENVIRONMENTALLY FRIENDLY FOOD PACKAGING | HEAD | UMK-FUND | 2020 3. THEORETICAL INVESTIGATION ON FOOD HAWKERS¿ BEHAVIOUR TOWARDS ENVIRONMENTALLY FRIENDLY FOOD PACKAGING | HEAD | UMK-FUND | 2022 4. THEORETICAL INVESTIGATION OF CONSUMERS¿ PRO-ENVIRONMENTAL BEHAVIOUR IMPACTS ON THE WILLINGNESS TO PAY (WTP) FOR NEW BIO-BASED SUSTAINABLE PACKAGING | MEMBER | UMK-FUND | 2020
SUPERVISION	• **CONCEPTUAL FRAMEWORK FOR CHILDREN'S EMOTIONAL HEALTH SUPPORT IN THE CONTEXT OF PRESCHOOL SERVICE SECTOR:THE ROLE OF PARENTAL EMOTIONAL STYLE** | CO SUPERVISOR FOR A MASTER'S STUDENT • **CULINARY TOURISM DEVELOPMENT MODEL BASED ON LOCAL POTENTIAL TO ENHANCE THE TOURISM COMPETITIVENESS OF BUKIT TINGGI** | CO SUPERVISOR FOR A PHD'S STUDENT • **FACTORS INFLUENCING ENTREPRENEURSHIP DEVELOPMENT IN NIGERIA THE ROLE OF LEARNING** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: FUND FOR FOOD: COMPLETE GUIDE TO HELP FIGHT HUNGER ON CAMPUS Award: GOLD Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INOVATION 2021 • Product Name: Food Pantry Guideline: Fund for food to help fight hunger on campus Award: GOLD Role: Member Exhibition Name: Virtual Research and Innovation Exhibition 2022 • Product Name: FUND FOR FOOD: A COMPLETE GUIDE TO HELP FIGHT HUNGER ON CAMPUS Award: GOLD Role: Member Exhibition Name: International Conference and Exhibition (ICE 2023) • Product Name: TAKE AWAY OR DELIVERY? ONLINE FOOD DELIVERY (OFD) ACCEPTANCE DURING COVID-19 PANDEMIC Award: SPECIAL Role: Member Exhibition Name: 1 ST INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM AND WELLNESS & 4 TH HOSPITALITY & TOURISM CONFERENCE • Product Name: The Application Of Planned Behavior Theory To The Adoption Of Food Bank Program Among University Students Award: SPECIAL Role: Member Exhibition Name: THE 9TH INTERNATIONAL SEMINAR OF ENTREPREUNERSHIP, BUSINESS AND TECHNOLOGY

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	