PUAN NURSALIHAH BINTI AHMAD RASTON (00997A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
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A. PERSONAL DETAILS

UMK JOIN DATE	29-Jul-2013
DATE OF APPOINTMENT FOR CURRENT POSITION	29-Jul-2013
DATE OF CONFIRMATION FOR CURRENT POSITION	04-Apr-2017
EDUCATION(S)	• **(2012) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA STATISTIK GUNAAN SARJANA SAINS (STATISTIK GUNAAN) • **(2010) UNIVERSITI TEKNOLOGI MARA KAMPUS KOTA BHARU** IJAZAH SARJANA MUDA STATISTIK • **(2003) SEK. MEN. KEBANGSAAN KOTA** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **ANugerah Gemilang UMK Tahun 2016- (Penyelidikan & Inovasi Harapan) (2017)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang 2015 (2016)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Gemilang UMK Tahun 2014 (2015)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• Associate Researcher | EPS Ventures 01-Sep-2011 - 01-May-2012
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• ACS4113 - RESEARCH PROJECT (COMMERCE II) • AFT1063 - BUSINESS MATHEMATICS AND STATISTIC • AFT1083 - MICROECONOMICS • AFT1103 - BUSINESS MATHEMATICS • AFT2103 - BUSINESS STATISTIC • APT4098 - PRACTICAL TRAINING • HFT20203 - BUSINESS STATISTICS • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPI40207 - SYSTEM APPLICATION • HPI40407 - SERVICE QUALITY • HPT40108 - INDUSTRIAL TRAINING • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWP40103 - WELLNESS RESEARCH PROJECT (II)

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Adeneye Yusuf Babatunde, Normaizatul Akma Saidi, Nursalihah Ahmad Raston, Naziatul Aziah Mohd Radzi, Noraida Saidi, Ines Kammoun. (2025). Political instability and bank liquidity in Asia: the role of environmental performance. Cogent Economics and Finance , Vol. 13(1) . https://doi.org/10.1080/23322039.2025.2553785 2. 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 3. Domnina Rani Puna Rengganis, Fairuz A¿dilah Rusdi, Nursalihah Ahmad Raston, Nurul Muna Mohamad. (2025-10). Empowering The Millennial: The Strategic Role of Psychological Capital and Grit in The Workplace. International Journal of Education, Psychology and Counselling (IJEPC) , Vol. 10(60) , pp. 167-175. https://doi.org/10.35631/IJEPC.1060011 4. Juliarni Siregar, Ateerah Abdul Razak, Yohan Kurniawan, Nursalihah Ahmad Raston, Nindy Amita. (2024-12). Worship and Life Satisfaction among Muslims who Perform Hijrah: Attachment to God as a Mediator. , Vol. 10 , pp. 345 - 358. 5. Naik Henokh Parmenas, Fairuz A¿dilah Rusdi, Nursalihah Ahmad-Raston. (2024). The Impact of Student Behavior and Income on Decision-Making Mediated by Motivation: A Psychological Marketing Study of Indonesian Vocational Students. The Seybold Report , Vol. 19(9) , pp. 299-326. https://doi.org/10.5281/zenodo.13777740 6. Nor Lailatul Azilah Hamdzah, Azli Puddin, Nursalihah Ahmad Raston, Govindan a/l Kanapathy, Mohamad Maulana Magiman, Santibuana Abdul Rahman, Siti Norazlina Juhar, Ardzulyna Anal. (2022). Types of Personality and Learning Styles of Undergraduates. NeuroQuantology , Vol. 20(10) , pp. 7123 - 7129. https://doi.org/10.14704/nq.2022.20.10.NQ55704 7. Nursalihah Ahmad-Raston, Zainol Mustafa, Nur Riza Mohd Suradi. (2021-02). Does The Income Level Influence Consumer Complaining Behaviour?. Psychology and Education , Vol. 58(2) , pp. 8120-8123. https://doi.org/10.17762/pae.v58i2.3427
PROCEEDING(S)	1. Nurul Aida Shamsul Anuar, Nurul Aisyah Azmi, Nurul Anisya Amni Mohd Yusrey, Samuel Raj Louis Raj, Normaizatul Akma Saidi, Nursalihah Ahmad Raston. (2024-12). Investigating the Knowledge, Readiness, and Acceptance Levels of Green Tourism Among Visitors at Permai Beach Resort, Bachok, Kelantan.. In e-Proceeding Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 113-121. UMK Press. 2. Anis Farhana Mohd Sa¿auzi, Fasha Nur Athilah Che Hussin, Nurliyana Anuar, Muhammad Idham Abdul Jalil, Nursalihah Ahmad Raston. (2023-12). Factors Influencing Eating Habits among Wellness Students at Universiti Malaysia Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1775-1787. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 3. Nur Amiera Adila Mohd Rozaman, Nur Amisya Farhah Muhamad Hatta, Nur Hani BalqisMohd Rafi, Widad Muhammad Suffian, Nursalihah Ahmad Raston. (2023-12). Factors Influencing Fast-Food Consumption Among Students at Universiti Malaysia Kelantan, City Campus. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1760-1774. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan.
BOOK(S)	1. Mardhiah Kamaruddin, Nursalihah Ahmad-Raston. (2024). Parametric Statistical Analysis with SPSS: A Practical Guide for Thesis Writing. UMK Press.
CHAPTER(S)	
OTHER(S)	1. Normaizatul Akma Saidi, Nursalihah Ahmad Raston, Suchi Hassan, Naziatul Aziah Mohd Radzi. (2026-09). Lebih Besar Tidak Semestinya Lebih Baik: Memahami Pertumbuhan Mampan Dalam Kalangan Usahawan Mikro. UiTM Cawangan Terengganu. 2. Normaizatul Akma Saidi, Nursalihah Ahmad Raston, Suchi Hassan, Ruzanifah Kosnin. (2026). Usahawan Mikro dan Burnout: Ancaman Senyap Kepada Kelangsungan Perniagaan. UiTM Cawangan Terengganu. 3. Nursalihah Ahmad Raston, Normaizatul Akma Saidi, Suchi Hassan, Nur Ida Fatihah Che Shalifullizam. (2025). Empowering Entrepreneurs Through Statistical Knowledge. Masmed UITM Cawangan Terengganu. 4. Normaizatul Akma Saidi, Nursalihah Ahmad Raston. (2025). Kewangan Bijak untuk Usahawan Mikro: Dari Tunai ke Teknologi Digital. Masmed UITM Cawangan Terengganu. 5. Nursalihah Ahmad Raston, Normaizatul Akma Saidi, Nur Ida Fatihah Che Shalifullizam, Suchi Hassan. (2025). Sparking Youth Entrepreneurship: The Future Begins Now. Masmed UITM Cawangan Terengganu. 6. Song Kai Xin, Siti Nor Hafieza Hashim, Siti Noorazilah Mohammad, Siti Nur Anis Zulaika Adnan, Normaizatul Akma Saidi, Nursalihah Ahmad Raston. (2024-12). Exploring Financial Literacy Management Among SME Tourism: Strategies to Mitigate Crises. UMK Press. 7. Nur Atiqah Rusmin, Nur Auni Nadhirah Zamzam, Nur Ayu Fitriah Syazliana Jonathan, Siti Nurul A¿in Hazeeqah Abdullah, Normaizatul Akma Saidi, Nursalihah Ahmad Raston. (2024-12). The Economic Impact of Tourism on Local Communities at Pantai Cahaya Bulan, Kelantan. UMK Press. 8. Syasya Syazwina Shamsuddin, Syamimi Mohd Anuar, Sumaiyah Ab Rahman, Chong Kai Jie, Normaizatul Akma Saidi, Nursalihah Ahmad Raston. (2024-12). The Effect of Crisis on Business Resilience: A Case Study of Tourism SMEs in Malaysia. UMK Press. 9. Noor Akma Mat Jusoh, Nur Irdina Batrisyia Mohd Suhaimi, Nur Najihah Amidi, Nur Ain Hasim, Nursalihah Ahmad Raston, Normaizatul Akma Saidi. (2024-12). Examining the Relationship between Work Factors and Psychological Well-Being of Spa Workers in Kota Bharu, Kelantan. UMK Press. 10. Nursalihah Ahmad Raston, Saidi, N.A.. (2024-10-27). The Truth of Informal Entrepreneurs in Malaysia. Masmed UITM Terengganu. 11. Saidi, N.A., Nursalihah Ahmad-Raston, Naziatul Aziah Mohd Radzi, Noraida Saidi. (2024-10-27). The Struggles of Small and Medium Enterprises in Malaysia: Navigating Economic Uncertainty. Masmed UITM Terengganu. 12. Saidi, N.A., Naziatul Aziah Mohd Radzi, Nursalihah Ahmad Raston, Noraida Saidi. (2024-10-27). The Ups and Downs of Hipster Cafes in Malaysia: Navigating Trends and Challenges. Masmed UITM Terengganu.

	13. Nur Aina Najwa Rosdi, Nur Syafiqah Muhamad, Nur Nabilah Pakhrolrazi, Anis Farisha Abu Bakar, Nursalihah Ahmad Raston, Normaizatul Akma Saidi. (2024). Factors Related to Stress among Undergraduate Students at Universiti Malaysia Kelantan (UMK). UMK Press. 14. Asma¿ Nurkhalis Ab.Karim, Nur Alya Fatnin Mohd Razali, Nurmanihah `Afifah Nurul Iman, Siti Nursyazwani Husin, Nursalihah Ahmad Raston, Normaizatul Akma Saidi. (2024). Exploring Factors Related to the Emotional Well-being among Universiti Malaysia Kelantan Students. UMK Press. 15. Yohan Kurniawan, Mohd Rafi Yaacob, Hishamuddin Md. Som, Noor Raihani Zainol, Nursalihah Ahmad Raston, Srisiuni, Wan Salihin Wong Abdullah. (2020). Kajian Pengesanan Pelajar Lepasan Kohort Pertama Program PERMATA Negara dari Aspek Akademik dan Perkembangan Holistik. PERMATA.
RESEARCH(S)	1. DEVELOPING A SMES RESILIENCE FRAMEWORK AMIDST CLIMATE CRISIS I N MALAYSIA | MEMBER | GRANT(I/A) | 2023 2. POLA PEMIKIRAN KAUM DI MALAYSIA | MEMBER | UMK | 2022 3. PEMBANGUNAN PROFIL PEMILIK SAKA BERDASARKAN PENDEKATAN PSIKOBUDAYA DALAM KALANGAN KAUM MELAYU | MEMBER | FRGS | 2016 4. PREDICTING THE INTENTION TO USE DIGITAL HEALTHCARE AMONG MALAYSIAN OLDER ADULTS: EXPLORATORY SEQUENTIAL MIXED METHODS APPROACH | HEAD | UMK-FUND | 2023 5. SUSTAINABILITY INDEX FOR SOCIAL ENTERPRISE MODEL DEVELOPMENT | MEMBER | UMKRS | 2022 6. UNRAVELLING THE NEXUS OF POLITICAL AND ECONOMIC STABILITY IN SHAPING LIQUIDITY RISK FOR BANKS | MEMBER | UMK-FUND | 2023
SUPERVISION	• **CONSUMER BEHAVIOR TREND & MOTIVE ON SHAPING TOWARDS HIGHER EDUCATION CHOICES IN A PANDEMIC SITUATION: AN PSYCHOLOGY APPROACH** | CO SUPERVISOR FOR A PHD'S STUDENT • **MENTAL HEALTH AND QUALITY OF LIFE STUDY AMONG HYSTERIA STUDENTS** | CO SUPERVISOR FOR A MASTER'S STUDENT • **THE IMPORTANCE OF STRATEGIC TOURISM MANAGEMENT ON THE NIGERIAN ECONOMY** | CO SUPERVISOR FOR A MASTER'S STUDENT • **THE ROLE OF PSYCHOLOGICAL AND SOCIAL FACTORS IN MUSLIM RELIGIOUS TRANSFORMATION AND ITS IMPACT ON PERSONALITY, MORALS (AKHLAQ) AND MENTAL WELL-BEING** | CO SUPERVISOR FOR A PHD'S STUDENT • **WORKPLACE WELL-BEING EXPLORED FROM THE FRAME OF JOB CRAFTING, PSYCHOLOGICAL CAPITAL AND JOB INSECURITY IN EMPLOYESS OF PRIVATE COMPANIES IN INDONESIA** | CO SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	• Product Name: Eating Habits (W18) Award: GOLD Role: Member Exhibition Name: HOTWEC 7.0 • Product Name: THE ARiS, UMK Award: SILVER Role: Member Exhibition Name: KONVENSYEN KUMPULAN INOVATIF DAN KREATIF UNIVERSITI AWAM KE-16 • Product Name: VEGETABLE FRIES Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: Fast-Food Consumption (W17) Award: SILVER Role: Member Exhibition Name: HOTWEC 7.0 • Product Name: 2 IN 1 DRESS Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022)

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	