CIK NURASHIKIN BINTI A. RIDZUAN (01517A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: nurashikin.ar@umk.edu.my
Tel: 09-7717000

A. PERSONAL DETAILS

UMK JOIN DATE	17-Feb-2016
DATE OF APPOINTMENT FOR CURRENT POSITION	23-Jan-2017
DATE OF CONFIRMATION FOR CURRENT POSITION	18-Sep-2019
EDUCATION(S)	• **()** INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM • **(2015) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA PENGURUSAN HOSPITALITI • **(2012) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA MUDA HOSPITALITI DAN PERLANCONGAN PENGURUSAN HOTEL • **(2006) SEKOLAH MENENGAH TEKNIK KUANTAN** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang Tahun 2018 (2019)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Gemilang UMK (AGU) (2018)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT1053 - PRINCIPLES OF MARKETING • AHS2013 - INTRODUCTION TO HOSPITALITY INDUSTRY • AHS3023 - CLUB MANAGEMENT • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4083 - CURRENT ISSUE IN HOSPITALITY • AHS4093 - HOSPITALITY ENTREPRENEURSHIP SEMINAR • APT3083 - STRATEGIC ENTREPRENEURSHIP • ATS3053 - TRAVEL AND TOURS MANAGEMENT • ATS4112 - TOURISM RESEARCH PROJECT (I) • ATS4113 - TOURISM RESEARCH PROJECT (II) • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHB40503 - FOOD WRITING • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHS10103 - INTRODUCTION TO HOSPITALITY INDUSTRY • HHS10203 - RESTAURANT MANAGEMENT • HPT30303 - PRODUCT INNOVATION • HPT40108 - INDUSTRIAL TRAINING

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	
PROCEEDING(S)	
BOOK(S)	
CHAPTER(S)	
OTHER(S)	
RESEARCH(S)	1. EXPLORING THE IMPACT PF ISLAMIC PRINCIPLES IMPLEMENTED IN HOTEL OPERATIONS ON EMPLOYEE WELL-BEING | MEMBER | UMK-FUND | 2023 2. STUDY PN THE IMPACTS OF SOCIAL MEDIA MARKETING ACTIVITIES (SMMAS) ON MALAYSIAN YOUTH PURCHASE INTENTION S OF TRADITIONAL FOOD IN KELANTAN: THE MODERATING ROLE OF CULTURAL AWARENESS | HEAD | UMK-FUND | 2023
SUPERVISION	
RESEARCH AWARD (S)	• Product Name: E-MAP UMK CITY CAMPUS Award: GOLD Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP AND EXHIBITION (BIE 2023) • Product Name: E-MAP UMK CITY CAMPUS Award: SPECIAL Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 2023) • Product Name: DIGITIZING EDUCATION FOR RESTAURANT MANAGEMENT (DERM) Award: SILVER Role: Head Exhibition Name: INTERNATIONAL TEACHING ENHANCEMENT & LEARNING INNOVATION CARNIVAL 2023 • Product Name: HONEY SWEET POTATO TOFU Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC 2023) • Product Name: DIGITIZING EDUCATION FOR RESTAURANT MANAGEMENT (DERM) Award: SILVER Role: Member Exhibition Name: INTERNATIONAL VIRTUAL INNOVATION, INVENTION & DESIGN COMPETITION 2023 (IVIID 2023) • Product Name: Customer Satisfaction and Willingness to Use Self-Service Kiosk In Genting Highlands Hote Award: BRONZE Role: Member Exhibition Name: HOSPITALITY, TOURISM & WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: TRAVEL WEBSITE COLLECTION Award: BRONZE Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 2023) • Product Name: The Antecedent of Brand Love Toward Starbuck in Kuala Lumpur. Award: BRONZE Role: Member Exhibition Name: HOSPITALITY, TOURISM & WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: The Influences of Hygiene Attributes Toward Customers¿ Fear of Covid at Thai Restaurant in Kota Bharu, Kelantan. Award: BRONZE Role: Member Exhibition Name: HOSPITALITY, TOURISM & WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: DIGITIZING EDUCATION FOR RESTAURANT MANAGEMENT (DERM) Award: BRONZE Role: Head Exhibition Name: INNOVATION PRODUCT LAUNCHING AND ENTREPRENEURSHIP COMPETITION (INNOPLEN 2023)

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY	

SERVICES	