DR. NOR AMIRA BINTI MOHD RAZALI (01519A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	17-Feb-2016
DATE OF APPOINTMENT FOR CURRENT POSITION	02-Feb-2017
DATE OF CONFIRMATION FOR CURRENT POSITION	18-Sep-2019
EDUCATION(S)	• **()** INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM • **(2025) UNIVERSITI MALAYSIA KELANTAN** IJAZAH DOKTOR FALSAFAH HOSPITALITI HOSPITALITI • **(2015) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA PENGURUSAN HOSPITALITI • **(2012) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA MUDA PENGURUSAN HOSPITALITI • **(2006) SMU (A) MAAHAD MUHAMMADI (P)** SPM
GROUP OF EXPERTISE	• Hospitality Management (F0711080202) • Hospitality Management (F0711080202)
AWARD(S)	• Award Name: **MAJLIS ANUGERAH PERKHIDMATAN CEMERLANG (APC) TAHUN 2024 (2025)** Awarded by: UNIVERSITI MALAYSIA KELANTAN • Award Name: **Anugerah Perkhidmatan Cemerlang Tahun 2018 (2019)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT1013 - FOUNDATION OF ENTREPRENEURSHIP • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4103 - FOOD AND BEVERAGE MANAGEMENT • AHS4112 - HOSPITALITY RESEARCH PROJECT (I) • AHS4113 - HOSPITALITY RESEARCH PROJECT (II) • APT2033 - BUSINESS LAW • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS20103 - BASIC SERVING • HHS30103 - ROOM DIVISION 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 OF ISLAMIC PRINCIPLES IMPLEMENTED IN HOTEL OPERATIONS ON EMPLOYEE WELL-BEING | HEAD | UMK-FUND | 2023 2. IMPACT OF RURAL TOURISM PRODUCTS DEVELOPMENT ON TOURIST SPENDING IN POVERTY ALLEVIATION: A CASE STUDY OF TADOM HILL | MEMBER | SGJP | 2017 3. STUDY ON THE IMPACTS OF SOCIAL MEDIA MARKETING ACTIVITIES (SMMAS) ON MALAYSIAN YOUTH PURCHASE INTENTIONS OF TRADITIONAL FOOD IN KELANTAN: THE MODERATING ROLE OF CULTURAL AWARENESS | MEMBER | UMK-FUND | 2023
SUPERVISION	• **IDENTIFICATION OF CHALLENGES HINDERING DEVELOPMENT ON THE HOSPITALITY INDUSTRY IN NIGERIA** | CO 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
RESEARCH AWARD (S)	• Product Name: PITATEL PATTY Award: GOLD Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0) • Product Name: THE FACTORS THAT AFECTING CUSTOMER SATISFACTION TOWARDS IN HOTEL KOTA BHARU, KELANTAN Award: GOLD Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: The Influence of Workplace Deviant Behavior Towards Employee Performance in Malaysia Hotel Industry Award: SILVER Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: FACTORS THAT INFLUENCING CUSTOMER¿S SATISFACTION TOWARD FOOD TRUCKS IN KOTA BHARU, KELANTAN Award: SILVER Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: UNLOCK YOUR LIMIT Award: BRONZE Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC)

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	