PUAN NURUL FARDILA BINTI ABD RAZAK (01541A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	12-Jul-2016
DATE OF APPOINTMENT FOR CURRENT POSITION	08-May-2023
DATE OF CONFIRMATION FOR CURRENT POSITION	20-Oct-2024
EDUCATION(S)	• **(2014) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA PENGURUSAN PERKHIDMATAN MAKANAN • **(2009) SMK SERI MANJUNG** SPM • **(2009) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA MUDA SAINS PENGURUSAN PERKHIDMATAN MAKANAN • **(2007) UNIVERSITI TEKNOLOGI MARA** DIPLOMA SENI KULINARI
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	• Lecturer | UiTM Dungun Terengganu 01-Jul-2009 - 01-May-2012 • Teaching Assisstant | Universiti Putra Malaysia (UPM) Serdang 01-May-2012 - 01-Jun-2016
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT4012 - STUDENT IN ENTERPRISE PROGRAMME (SIEP) • AHS2013 - INTRODUCTION TO HOSPITALITY INDUSTRY • AHS3033 - HOSPITALITY PRODUCT DEVELOPMENT • AHS3053 - FACILITY MANAGEMENT • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4103 - FOOD AND BEVERAGE MANAGEMENT • AHS4112 - HOSPITALITY RESEARCH PROJECT (I) • APT4098 - PRACTICAL TRAINING • ATS4103 - CULTURE AND HERITAGE TOURISM • AWS3063 - TRADITIONAL COMPLEMENTARY MEDICINE • AWS4103 - NURSING HOMES MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHB30403 - FOOD CULTURE AND HERITAGE • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS20103 - BASIC SERVING • HHS20203 - BASIC COOKERY • HHS30203 - FOOD AND BEVERAGE MANAGEMENT • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT20403 - ENTERPRISE MANAGEMENT

	• HPT40108 - INDUSTRIAL TRAINING

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Mansor, N. A., MAZNE IBRAHIM, Rusli, S.A., Simpong.D, Razak, N.F.A, Samengon, H., Ridzuan, N.A., Othman, N.A.. (2019). Empowering indigenous communities through participation in tourism. International Journal of Tourism Anthropology , Vol. 7(3-4) , pp. 309-329. 2. Nur Azimah Othman, Derweanna Bah Simpong, Nurul Fardila Abd Razak, Normaizatul Akma Saidi, Harnidah Samengon, Ghazali Ahmad. (2022). Sustainable food waste practice among small medium enterprise (SME) restaurant operators in peninsular Malaysia. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 492-502. 3. Mansor, N. A., Rusli, S. A., Razak, N.F.A, MAZNE IBRAHIM, Simpong, DB, Othman, N.A., Ridzuan, N. A.. (2021). Over-development in rural tourism: Tourism impact, local community satisfaction and dissatisfaction. REVIEW OF INTERNATIONAL GEOGRAPHICAL EDUCATION , Vol. 11(10) , pp. 262-271.
PROCEEDING(S)	1. 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 2. Simpong, D.B, Nur Azimah Othman, Nurul Fardila Abd Razak, Mohd Fadil Mohd Yusof, Hazzyati Hashim. (2023). The Effect of Facility Aesthetics on Guest Satisfaction: The Case of Three Star Hotel in Kelantan. In Lecture Notes in Networks and Systems , pp. 1035¿1047. Springer Science and Business Media Deutschland GmbH. 3. Nurul Huda Sulaiman, Nurul Jannah Mohd, Nurul Rodziah Mohd Rodhi, Nurul Zakirah Muhamad Norrizan, Nor Amira Mohd Razali, Nurul Fardila Abd Razak. (2023). Factors That Influencing Customer¿s Satisfaction Toward Food Trucks in Kota Bharu, Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 342-353. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 4. Atirah Binti Ab llah, Revathi a/p Visvanathan, Mas Irnie Binti Muhammad,, Mohammad Ros Shazrul Bin Rosli, Nurul Fardila Abd Razak. (2022). Factors that Influence Customer Purchase Intention Towards Food Truck Product. In E-PROCEEDING HoTWeC 6.0 , pp. 479-489. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 5. Abdullah, F. A., Daud, R.R.R., Othman, N.A., Razak, N.F.A, Simpong, DB, Yusoff, A.M. (2022). The Relationship of Ecotourism Development towards Ecotourism Destination Competitiveness. A Case Study in Kelantan. In IOP Conference Series: Earth and Environmental Science . Institute of Physics. https://doi.org/10.1088/1755-1315/1102/1/012083 6. Cerlina Binti Sali,, Mohammad Yunus Bin Mohd Noor Azni, Najwa Binti Che Supian,, Nasirahtul Akmar Binti Kamarudin, Nurul Fardila Abd Razak. (2022). Consumer Acceptance Towards Innovation in Malay Traditional Food. In E-PROCEEDING HoTWeC 6.0 , pp. 490-501. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 7. Nurul Fardila Abd Razak, Abdullah Muhamed Yusoff, Nor Azimah Othman, Derweanna Bah Simpong, Noriza Ishak. (2021-11). FACTORS THAT DETERMINE TOURIST¿S PURCHASE INTENTION TOWARD KELANTANESE LOCAL CUISINE. In Global Tourism Conference , pp. 49-51. Global Tourism Conference. https://doi.org/10.46754/GTC.2021.11.014 8. Muhammad Syafiq Asyhraf Zaidi Rizal, Nik Nur Liyana Nik Mood, Tiang Sii Huat, Nurul Shafiqah Mohamad Sharim, Nurul Fardila Abd Razak. (2020). Investigating Tourist Visit Intention towards Destination Food Image in Kelantan. In Nurturing Hospitality, Tourism & Wellness World , pp. 193-200. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 9. Norsyafika Hazli, Nur Farhana Manas, Reetha A/P Subramaniam, Siti Nor Ainsyah Abd Fatah, Nurul Fardila Abd Razak, Nor Amira Mohd Razali. (2020). Factors Influencing Participation in Green Practices among Hotel Guests in Kelantan. In Nurturing Hospitality, Tourism & Wellness World , pp. 233-240. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 10. Nor Shamimi Kamal, Nur Athira Suliana Zulkifli, Ooi Geok Theng, Siti Nurul Ain Fazzila Abdul Rahim, Nurul Fardila Abd Razak. (2020). The Factors that Influence the Sustainability of the Traditional Cuisines among the Millennials in Malaysia. In Nurturing Hospitality, Tourism & Wellness World , pp. 212-222. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 11. Leong Ming Wei, Nur Fadhilah Suliaman, Siti Nursyafiqqa Nordin, Norfatin Atikah Mat Yusoff, Nurul Fardila Abd Razak, Nor Amira Mohd Razali. (2020). The Effects of Food Safety Knowledge on Food Handling Practices among Street Food Vendors in Kota Bharu. In Nurturing Hospitality, Tourism & Wellness World , pp. 223-232. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 12. Nor Izzanti Zol Zahari, Nur Aswanah Ahamed Nijamudin, Nurul Syafawani Hisham, Suganya A/P Silvarajoo, Nurul Fardila Abd Razak. (2020). Factors Influencing Tourists to Consume Local Food in Kelantan. In 3 rd Hospitality, Tourism & Wellness Colloquium 2019 (HoTWeC 3.0) Nurturing Hospitality, Tourism & Wellness World , pp. 201-211. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.
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. Mohd Fadil Mohd Yusof, Abdullah Muhamed Yusoff, Nurul Fardila Abd Razak. (2022). Pengawalan Kos Perniagaan Restoran. UMK Press.
	1. Derweanna Bah Simpong, Ngelambong, Anderson, Nur Azimah Othman, Nurul Fardila Abd Razak, Tengku Fauzan Tengku Anuar. (2025). Empowering Orang Asli Communities Through Indigenous Tourism: A Path to

CHAPTER(S)	Socio-Economic Growth and Community Participation. In Integrating Artificial Intelligence, Security for Environmental and Business Sustainability (pp. 947 - 957). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/9 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. 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 4. 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 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
OTHER(S)	1. Nor Maizana Mat Nawi, Nurul Fardila Abd Razak, Harnidah Samengon, Nur Farihin Abd Hadi Khan. (2025-12). Sentuhan Inspirasi Bersama Chef Rene Johari: Dari Buku ke Pinggan. 2. Mohamad Farid Mohd Yusof, Nur Ain Mohd Azmi, Nur Cameliea Izzati Nizamuddin, Siti Syamimi Zahini, Nurul Fardila Abd Razak. (2024-05-23). Factor Influencing Consumer Intention to Use Self-Ordering Menu in Restaurant. UMK Press. 3. Mazne Ibrahim, Nurul Fardila Abd Razak. (2024-01). Food Culture and Heritage Exhibition as a Catalyst in Promoting Gastronomic Tourism Attraction. Sabaragamuwa University of Sri Lanka. 4. Nurul Fardila Abd Razak, Nurin Athirah Maleb, Nur Aliya Ilyana Anuar, Sajendraa Raaj Vivakaren, Nur Athirah Ahmad Afandi. (2024). The Study on Effect of Social Media Influencer Towards Customer Buying Decision. UMK Press. 5. Shahir Mohd Shukri, Nurasyikin Abdul Aziz, Nur Husnanajian Hasim, Nur Fathiah Aqilah Mohd Asri, Nurul Fardila Abd Razak. (2024). Customer Satisfaction Towards Self Ordering Kiosk Usage In Quick Service Restaurant. UMK Press. 6. Aina Natasya Abdul Razak, Nurain Syahirah Alis @ Alias, Nurwilda Saffiya Nazarudin, Taufiq Hidayat Shukordzi, Nurul Fardila Abd Razak. (2024). The Factors of Social Media Influence towards Food Destinations in Kelantan. UMK Press. 7. Nurul Ain Nazihah Binti Kamaruddin, Nurul Ain Syafiqah Bt Mat Said, Nurul Akmal Hayati Binti Abu Bakar, Nurul Asyira Binti Rustam, Nurul Fardila Abd Razak. (2023-12). Factors Influencing Visitors Motivations in Attending Food Festival in Malaysia. Faculty of Hospitality, Tourism and Wellness. 8. Nurdyiana Binti Zambri, Nurhasidah Binti Wahab, Nurnadiah Binti Bahren,, Nurul Ain Natasya Amirah Binti Ismail, Nurul Fardila Abd Razak. (2023-12). The Influence of Youngster¿s Satisfaction Towards Hipster Food in Kota Bharu, Kelantan. Faculty of Hospitality, Tourism and Wellness. 9. Nurul Fardila Abd Razak, Abdullah Muhamed Yusoff. (2022-04). Mercu Kejayaan Usahawan Roti. MASMED UiTM Cawangan Terengganu. 10. Teo Yi Lin, Mohd Hisyam Ezidi Bin Raimi,, Nik Nurul Nabila Binti Nik Baharuddin, Nik Nur Ainun Binti Nik Yusof, Nurul Fardila Abd Razak. (2022). Understanding the Factors Influencing Local Food Consumption Among Domestic Tourists In Kota Bharu, Kelantan. Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan. 11. Nurul Fardila Abd Razak, Abdullah Muhamed Yusoff, Mohammed Ruqaimi Remeli. (2021-12). Tourism in Paradise. Department of Tourism Management Sabaragamuwa University of Sri Lanka. 12. 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. 13. Simpong, D.B, Nurashikin A. Ridzuan, A. Ridzuan, Harnidah Samengon, Nur Azimah Othman, Mansor, Nur Aliah, Mazne Ibrahim, Nurul Fardila Abd Razak. (2020). The Impact of Community Based Tourism on Socio-Cultural and Economic Aspect of Orang Asli in Dusun Kampung Kuala Mu, Sungai Siput. Innovare Academics Sciences Pvt. Ltd.
RESEARCH(S)	1. EVALUATION OF CONSUMER ACCEPTANCE TOWARDS BREAKFAST CEREAL ALTERNATIVE OF ORANGE-FLESHED SWEET POTATO: IPOMOEA CRUNCHY CRUNCH CEREAL | HEAD | UMK-FUND | 2020 2. EVALUATION OF CONSUMER ACCEPTANCE TOWARDS BREAKFAST CEREAL ALTERNATIVE OF ORANGE-FLESHED SWEET POTATO: IPOMOEA CRUNCHY CRUNCH CEREAL | HEAD | UMK-FUND | 2021 3. EVALUATION OF CONSUMER ACCEPTANCE TOWARDS BREAKFAST CEREAL ALTERNATIVE OF ORANGE-FLESHED SWEET POTATO: IPOMOEA CRUNCHY CRUNCH CEREAL | HEAD | UMK-FUND | 2022 4. FOSTERING SOCIO-ECONOMIC ACTIVITIES AND COMMUNITY INVOLVEMENT IN NATIVE BASED TOURISM PRODUCT AMONG ORANG ASLI | MEMBER | KPT | 2020 5. FOSTERING SOCIO-ECONOMIC ACTIVITIES AND COMMUNITY INVOLVEMENT IN NATIVE BASED TOURISM PRODUCT AMONG ORANG ASLI | MEMBER | FRGS | 2017 6. THEORETICAL INVESTIGATION ON FOOD HAWKERS¿ BEHAVIOUR TOWARDS ENVIRONMENTALLY FRIENDLY FOOD PACKAGING | MEMBER | UMK-FUND | 2020 7. THEORETICAL INVESTIGATION ON FOOD HAWKERS¿ BEHAVIOUR TOWARDS ENVIRONMENTALLY FRIENDLY FOOD PACKAGING | MEMBER | UMK-FUND | 2021 8. THEORETICAL INVESTIGATION OF CONSUMERS¿ PRO-ENVIRONMENTAL BEHAVIOUR IMPACTS ON THE WILLINGNESS TO PAY (WTP) FOR NEW BIO-BASED SUSTAINABLE PACKAGING | MEMBER | UMK-FUND | 2020 9. THEORETICAL INVESTIGATION OF CONSUMERS¿ PRO-ENVIRONMENTAL BEHAVIOUR IMPACTS ON THE WILLINGNESS TO PAY (WTP) FOR NEW BIO-BASED SUSTAINABLE PACKAGING | MEMBER | UMK-FUND | 2021

	10. WORK BASED LEARNING PROGRAM EXPERIENCES, SATISFACTION, AND FUTURE CAREERS AMONG HOSPITALITY STUDENTS IN MALAYSIA | MEMBER | UMK-FUND | 2022
SUPERVISION	
RESEARCH AWARD (S)	• Product Name: SEKUTEM FLOSS Award: GOLD Role: Head Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022) • Product Name: ENO FLOSS Award: GOLD Role: Member Exhibition Name: STUDENT'S INNOVATION AND COLLOQUIUM 2023 • Product Name: FOOD PANTRY GUIDELINE: FUND FOR FOOD TO FIGHT HUNGER ON CAMPUS Award: GOLD Role: Member Exhibition Name: INTERNATIONAL VIRTUAL EXPO OF INNOVATION PRODUCT AND SYSTEM DESIGN 2023 • Product Name: FUND FOR FOOD : A COMPLETE GUIDE TO HELP FIGHT HUNGER ON CAMPUS Award: GOLD Role: Member Exhibition Name: INTERNATIONAL RESEARCH AND INNOVATION COMPETITION 2023 (INARIC) • 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: Factors Influencing Visitors Motivations in Attending Food Festival in Malaysia Award: GOLD Role: Member Exhibition Name: Hospitality,Tourism and Wellness Colloquium (Hotwec 7.0) • Product Name: FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES Award: GOLD Role: Member Exhibition Name: Hospitality,Tourism and Wellness Colloquium 5.0 • Product Name: Fund for Food : Complete guide to help fight hunger on campus Award: GOLD Role: Member Exhibition Name: Carnival of Research and Innovation(CRI2021) • Product Name: `Technological Mall(Flossy Posse)¿ Award: GOLD Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) 2021 • 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 ENTREPRENEURSHIP, BUSINESS AND TECHNOLOGY (ISEBT 2021) • Product Name: FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICES (BEST POSTER DESIGN AWARD) Award: SPECIAL Role: Member Exhibition Name: Hospitality,Tourism and Wellness Colloquium 5.0 • Product Name: FUND FOR FOOD: FOOD PANTRY COMPLETE GUIDE TO HELP FIGHT HUNGER ON CAMPUS Award: SILVER Role: Member Exhibition Name: INTERNATIONAL EXPO OF INNOVATION PRODUCT AND SYSTEM DESIGN (In-ViDE) 2021 • Product Name: HOTWEC 5.0 POSTER PRESENTATION -KELANTANESE LOCAL FOOD Award: SILVER Role: Member Exhibition Name: Hospitality,Tourism and Wellness Colloquium 5.0 • Product Name: The Influence of Youngster¿s Satisfaction Towards Hipster Food in Kota Bharu, Kelantan Award: SILVER Role: Member Exhibition Name: STUDENT'S INNOVATION AND COLLOQUIUM 2023 • Product Name: FACTORS AFFECTING CONSUMER PREFERENCE TO USE ONLINE FOOD DELIVERY SERVICES IN MALAYSIA Award: SILVER Role: Member Exhibition Name: STUDENT'S INNOVATION AND COLLOQUIUM 2023 • Product Name: " SUPER CHIPS " Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 5.0(BIE 2022) • Product Name: LE'KANTAN Award: SILVER Role: Member Exhibition Name: STUDENT'S INNOVATION AND COLLOQUIUM 2023 • Product Name: MUSHY LEKOR Award: SILVER

	Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 5.0) • Product Name: HOTWEC 5.0 POSTER PRESENTATION -KOREAN FOOD Award: SILVER Role: Member Exhibition Name: Hospitality,Tourism and Wellness Colloquium 5.0 • Product Name: HOTWEC 5.0 POSTER PRESENTATION COLLOQUIUM Award: BRONZE Role: Member Exhibition Name: Hospitality,Tourism and Wellness Colloquium 5.0

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	