DR. MARLISA BINTI ABDUL RAHIM (01654A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	16-Jul-2017
DATE OF APPOINTMENT FOR CURRENT POSITION	05-Jun-2018
DATE OF CONFIRMATION FOR CURRENT POSITION	16-Feb-2021
EDUCATION(S)	• **(2015) UNIVERSITI SULTAN ZAINAL ABIDIN** IJAZAH DOKTOR FALSAFAH PENGURUSAN PENGURUSAN SUMBER MANUSIA • **(2010) UNIVESITI PUTRA MALAYSIA** IJAZAH SARJANA SAINS (PEMBANGUNAN SUMBER MANUSIA • **(2007) UNIVERSITI PUTRA MALAYSIA** IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN • **(2004) UNIVERSITI TEKNOLOGI MARA** DIPLOMA PENGURUSAN PERNIAGAAN • **(2000) SEKOLAH MENENGAH TEKNIK KLANG** SPM
GROUP OF EXPERTISE	• Healthcare System Management (Health Administration, Hospital Management, Strategic Management, Human Resource Management, Emergency Preparedness) (F0704030302) • Healthcare System Management (Health Administration, Hospital Management, Strategic Management, Human Resource Management, Emergency Preparedness) (F0704030302)
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) Tahun 2021 (2022)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang (APC) tahun 2020 (2021)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• HR and Admin Assistant | Mah Sing Group Berhad 14-Nov-2006 - 31-Mar-2007 • Business Development Executive | Rentak Pintar Sdn. Bhd. Kuala Lumpur 01-Apr-2007 - 01-Oct-2007 • Assistant Registrar | Universiti Sains Islam Malaysia (USIM) 07-May-2009 - 06-May-2010 • Lecturer | Kolej PTPL , Kuala Terengganu 06-Jun-2011 - 30-Nov-2011 • Graduate Research Assistant | Universiti Sultan Zainal Abidin (UNISZA) 01-Feb-2012 - 31-Jan-2013 • Researcher | Universiti Kebangsaan Malaysia (UKM) 01-Jan-2016 - 01-Jul-2017
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

	• AFT1023 - FOUNDATION OF MANAGEMENT

COURSES TAUGHT	• APT2023 - HUMAN RESOURCE MANAGEMENT • APT3073 - RESEARCH METHODOLOGY • ATS3023 - EVENT MANAGEMENT • HFT20103 - ORGANIZATIONAL BEHAVIOR • HFT20303 - FINANCIAL MANAGEMENT • HFT20603 - HUMAN RESOURCE MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPI40107 - MANAGEMENT & ADMINISTRATION • HPI40307 - CUSTOMER SERVICE • HPT20103 - HUMAN RESOURCE MANAGEMENT • HPT40108 - INDUSTRIAL TRAINING • HTA40303 - BUSINESS DEVELOPMENT FOR VISITOR ATTRACTION AND RESORT • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS20203 - EVENT MANAGEMENT

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Nurzehan Abu Bakar, Marlisa Abdul Rahim, Nik Alif Amri Nik Hashim, Normah Abdul Latip, Nor Maizana Mat Nawi, Mohamad Pirdaus Yusoh. (2026-01). Validating the Influence of Memorable Sustainable Tourism Experiences on Revisit Intentions: A Structural Equation Modelling Approach. Planning Malaysia , Vol. 24(2) , pp. 31 - 47. https://doi.org/10.21837/PM.V24I41.1985 2. Simpong.D, Rahim, M. A., Zulkefli, N. S.. (2022). The Sustainability Entrepreneurship in Adaptive Resilience Among Indigenous Community in Malaysia. GeoJournal of Tourism and Geosites , Vol. 42 , pp. 794-803. https://doi.org/10.30892/gtg.422spl20-891 3. Nasir, M. N. M., Khan, N.F.A.H., Rasdi, A.L.M., Rahim, M. A., Kamaruddin M.. (2022). The Parallel Mediators of Tourist Satisfaction and Place Attachment on Perceived Value and Destination Loyalty Relationship. Geojournal of Tourism and Geosites , Vol. 45(4SPL) , pp. 1618 - 1624. https://doi.org/10.30892/gtg.454spl11-982 4. Rahim, M. A., Bakar, N. A., Nawi N.M.M., Nik Hashim N.A.A.. (2022). Empirical Evidence from the Tourism Industry on the Factors That Affect Tourist Destination Satisfaction. GeoJournal of Tourism and Geosites , Vol. 44 (4) , pp. 1209-1215. https://doi.org/10.30892/gtg.44404-936 5. Yasin, N.H.M., Razak C. R., Hasbollah H.R., Rahim M.A, Zaib S.Z.M.. (2020). The Prevalence of Burnout among Nurses in Nursing Home: A Cross Sectional Study. Journal of Critical Reviews , Vol. 7(5) , pp. 96 - 100. https://doi.org/10.31838/jcr.07.05.16 6. Nik Alif Amri Nik Hashim, Ramlee, S.I.F., Yusoff, A.M, Normaizana Mat Nawi, Zaimatul Awang, Zainuddin, S. A., Abdullah, Tahirah, Ahmad, G., Rahim, M. A., Boyd Sun Fatt. (2019-11). Test Engineering and Management. , Vol. 59(6) , pp. 1014-1021. 7. Nurzehan Abu Bakar, Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Sathish Kumar Velayuthan. (2025-12). Memorable sustainable tourism experiences (MSTE): A mixed-method study. Turyzm /Tourism , Vol. 35(2) , pp. 155-170. https://doi.org/10.18778/0867-5856.2025.27 8. Marlisa Abdul Rahim, Nurzehan Abu Bakar, Nor Maizana Mat Nawi, Muhamad Nasyat Muhamad Nasir, Siti Salina Saidin, Nor Amira Mohd Razali. (2025-08). Determinants of Tourist Loyalty: Empirical Insights from Langkawi, Malaysia.. International Journal of Research and Innovation in Social Science (IJRISS) , Vol. IX(VIII) , pp. 1194-1207. 9. Marlisa Abdul Rahim, Shaarmila Shanmgasundram, Shafiq Ikhwan Suhaimi, Sharafina Atiqa, Ng Wen Jin. (2025-03). The Factors Influence Customer Satisfaction With E-Hailing Services Among Local Tourists in Malaysia. Journal of Hospitality, Tourism & Wellness Studies (JHTW) , Vol. 2(1) , pp. 24-38. 10. Rahim, M. A., Nawi N.M.M., Bakar, N. A., Hashim N.A.A.N., Wee, H.. (2023). The Determinant Factors Of Tourists¿ Satisfaction With EHailing Service. Journal of Positive School Psychology , Vol. 7(5) , pp. 613-626. 11. Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Marlisa Abdul Rahim, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Harnidah Samengon. (2023). Factors Influencing Customers' Travel Reviews on Hotel Tourist Loyalty. ResMilitaris - revue europeenne d'études european journal of military studies , Vol. 13 (1) . 12. Nor Syuhada Zulkefli, Aifa Rozaini Mohd Radzol, Marlisa Abdul Rahim, Hazzyati Hashim. (2022). Malaysian tourists¿ intention to travel during the Covid-19 pandemic. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 217-229. 13. Nasir, M. N. M., Rahim, M. A., Hassan, Suchi, Muhamad S.F.. (2022). Developing a Model of Perceived Value, Quality of Life, Place Attachment and Destination Loyalty. Journal of Tourism, Hospitality & Culinary Arts , Vol. 14 (1) , pp. 85-95. 14. Akua Serwah, Simpong, D.B, Rahim, M. A.. (2022). Exploring the potentials and impact of indigenous Ghanaian dishes in the restaurant sector within the hospitality industry.. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 32-40. 15. Nasir, M. N. M., Rahim, M. A., Hassan, S.. (2021-12). Proposing a Research Model of Destination Loyalty: The Case of Gastronomic Tourism in Malaysia. International Journal of Modern Trends in Business Research , Vol. 4 (18) , pp. 8-13. 16. Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Ruzanifah Kosnin, Muhamad Nasyat Muhamad Nasir. (2021-08). Human Resource Management Practices and Job Performance among Travel Agencies Employees. Turkish Online Journal of Qualitative Inquiry , Vol. 12(9) , pp. 5809-5815. 17. Rahim, M. A., Arham, A. F., Chugh, U., Dixit, N., Agarwal, S.. (2021-07). A Study on Potential Challenges on the Educational System During COVID-19. Turkish Online Journal of Qualitative Inquiry , Vol. 12(6) , pp. 4738-4745. 18. Saadia Hamaz, Ahmad Firdhaus Arham, Marlisa Abdul Rahim, Manoj P K, Lesia Karpuk. (2021-07). E-Learning ¿ An Elegant Source of Education During the Period of Lockdown. Turkish Online Journal of Qualitative Inquiry , Vol. 12(7) , pp. 3838 - 3848. 19. Rahim, M. A., Pazil, Afifah Hanim Md, Shuaib, A. S. M.. (2020). The Application of Analytical Hierarchy Process (AHP) for Students¿ Preferences in Tourism Destination Selection. Paideuma Journal , Vol. 13 , pp. 103-108.
	1. Norizan Musa, Nurul Aziah Ahmad, Marlisa Abdul Rahim, Aikal Liyani Mohd Rasdi, Hazzyati Hashim, Siti Selihah Che Hasan. (2024-12). E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (HotWec 2024) -

PROCEEDING(S)	Tourism. In E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (Hotwec 2024) , pp. 1-311. UMK Press. 2. Nur Fatin Adlina Hisham Shah, Nur Fatin Athirah Mohamed Mokhtar, Nur Fatin Shuhana Faizil Anuar, Mohammad Zaim Haikal Hamid, Marlisa Abdul Rahim. (2024). Factors That Influence Customer Satisfaction in Malaysia Hotel Industry. In Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 160-169. 3. Mohd Nazmi Syah Bin Malik Faisal, Mohd Zaquan Fikri Bin Mohd Zaki, Muhamad Fathuddin Bin Muhamad, Mugilan A/L Ganas, Marlisa Abdul Rahim. (2023). The Factors that Influence Tourism Demand in Malaysia. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 673-691. Faculty of Hospitality, Tourism and Wellness. 4. MOHD AZMIER HAFIZ BIN LAMRI, MOHAMMAD AZAM BIN BORHAN, MOHD AMIN, MOHD HAFIZAN BIN ARSANI, Marlisa Abdul Rahim. (2023). The factors influence employee satisfaction Employee Satisfaction in the Hotel Industry. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 649-672. Faculty of Hospitality, Tourism and Wellness. 5. Mohamad Alliff Bin Che Rahim, Mohamad Israfel Bin Mokhtar, Mohamad Nor Afiq Bin Mohd Nor Khalid, Mohd Shafiq Ikhwan Bin Maidi, Marlisa Abdul Rahim. (2023). The Relationship Between Accommodation, Food Quality, and Customer Relations Towards Tourist Satisfaction in Malaysia. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 627-648. Faculty of Hospitality, Tourism and Wellness. 6. Lim Xin Min, Low Jun Xuan, Luqman Nur Hakim Rahmat, Maisarah Ghzali, Marlisa Abdul Rahim. (2023). The Relationship Between Memorable Experience, Travel Satisfaction, and Tourist Expectation on Revisit Intention Among Tourist in Malaysia. In E-Proceeding Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness Industry For A Brighter Tomorrow , pp. 611-626. Faculty of Hospitality, Tourism and Wellness. 7. Hashim N.A.A.N., Nawi N.M.M., Bakar, N. A., Rahim M.A, Yusoff, A.M, Halim M.H.A., Ramlee, S.I.F., Remeli, M. R.. (2023). Factors Influencing Customer Revisit Intention to Mamak Restaurants in Penang. In Lecture Notes in Networks and Systems , pp. 275-289. Springer Science and Business Media Deutschland GmbH. https://doi.org /10.1007/978-3-031-08093-7_19 8. Aziz M.I., Uthamaputhran S., Hassan H., Rahim M.A, Hasan, M. Z. M., Yaacob M.R., Abdullah, A., Zainol, N.R.. (2023). The Effect of Supply and Demand Attributes Towards of Talent Shortage: A Mixed Method Approach. In Lecture Notes in Networks and Systems , pp. 309-323. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-26953-0_30 9. Muhamad Nasyat Muhamad Nasir, Aikal Liyani Mohd Rasdi, Nur Farihin Abd Hadi Khan, Marlisa Abdul Rahim, Mardhiah Kamaruddin. (2023). Linking the Relationships Between Perceived Value and Destination Loyalty in Langkawi Island: Mediating Role of Place Attachment and Tourist Satisfaction. In InCEBT: International Conference on Entrepreneurship, Business and Technology , pp. 279¿286. Springer Singapore. https://doi.org/10. 1007/978-981-99-2337-3_24 10. Mohd Ikhwan Aziz, Hasannuddiin Hassan, Rooshihan Merican Abdul Rahim Merican, Sathiswaran Uthamaputran, Ahmad Syakir Junoh, Marlisa Abdul Rahim. (2023). Talent Shortage Assessment in Malaysia Islamic Banking Institution. In Lecture Notes in Networks and Systems , pp. 875 - 888. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08084-5_63 11. Rahim, M. A., Bakar, N. A., Nawi N.M.M., Hashim N.A.A.N., Wee H., Saidin, S. S.. (2023). Conceptualizing Experience-Rich Sustainable Tourism. In Lecture Notes in Networks and Systems , pp. 815-823. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-26956-1_76 12. Nor Maizana Mat Nawi, Marlisa Abdul Rahim, Nurzehan Abu Bakar, Siti Salina Saidin, Mohd Nazimi Had Nordin. (2022). Fresh Culinary Herbs Evoking the Essence of Cilantro. In International Borneo Innovation Exhibition and Competition , pp. 523-525. UNIT PENGANTARABNAGSAAN POLITEKNIK KOTA KINABALU. 13. Aziz M.I., Hassan H., Uthamaputhran S., Merican R., Rahim M.A. (2021). Modeling Talent Shortage for Entrepreneurship Among Student with Government Policy Support as Mediating Effect: SEM Approach. In Lecture Notes in Networks and Systems , pp. 2011 - 2028. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-69221-6_145 14. Adora Ain Saifuddin, Farasyah Nordin, Goh Sin Ling, Mohamad Fareezuan Mohd Suhaimi, Marlisa Abdul Rahim. (2021). Human Resource Management Practices and Job Performance Study Among Employees in Travel Agency Services. , pp. 286-296. UMK. 15. Wong Li Yong, Rayatul Khairani Abd Malik, Nulain Abdul Malik, Marlisa Abdul Rahim. (2021). Factors Influencing Destination Preferences Among International Tourists in Malaysia. , pp. 246-257. UMK. 16. Nurzehan Abu Bakar, Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Siti Salina Saidin, Hassan, Suchi. (2021). Interactive Virtual Reality Learning Experience. , pp. 53-56. Pusat Pengajaran Pembelajaran Universiti (UTLC), UUM. 17. Rahim, M. A., Yi, L. J., Mohamed, N. A., Sharidon, S. H., Sol, N. F. A.. (2020). Factors Affecting Continuance of Mobile Applications Use Among Tourists in Malaysia. In 3rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWeC 3.0) , pp. 58-70. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 18. Rahim, M. A., Hsien, H. T., Saharuddin, N., Amil, N. H., Ali, S. F.. (2020). Factors Influencing Consumer Behaviour among Local Tourist in Malaysia. In 3rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWeC 3.0) , pp. 71-84. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 19. Rahim, M. A., Rapie, E. N. M. M., Osman, F. N., Jasri, M. H., Norhashim, N.. (2020). Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty among Tourists in Malaysian Budget Hotels. In 3rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWeC 3.0) , pp. 85-97. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 20. Rahim, M. A., Amzah, A. N., Hamdan, C. H. A. C., Taib, N. A., Seman, R. A.. (2020). Exploring the Potential of Culinary Tourism Development in Kelantan, Malaysia. In 3rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWeC 3.0) , pp. 98-109. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.
BOOK(S)	
CHAPTER(S)	1. Bakar, N. A., Rahim, M. A., Muhammad N.H., Nasir, M. N. M., Halim M.H.A., Simpong, D.B. (2024). Exploring the Profound Influence of Memorable Religious Tourism Experiences on Subjective Well-Being Among Malaysian Pilgrims. In Studies in Systems, Decision and Control (pp. 691 - 702). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_60 2. Serwah, Akua, Derweanna Bah Simpong, Marlisa Abdul Rahim. (2024). Knowledge, Attitude, Practice (KAP) of Food Handlers and Food Quality on Customer Retention. In Studies in Systems, Decision and Control (pp. 841 - 851). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_72 3. Nurzehan Abu Bakar, Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Siti Salina Saidin, Hassan, Suchi. (2021). Chapter 7: Nearpod: Virtual Engaging Classroom for Tourism Student. In 1st Online Teaching Enhancement and

	Learning Innovation Carnival, EMBRACING NEW NORMS WITH ASYNCHRONOUS ONLINE LEARNING (pp. 43-50). UMK PRESS.
OTHER(S)	1. Marlisa Abdul Rahim. (2025-07). Ruang dan rutin: Panduan remote work berkesan. Faculty of Hospitality, Tourism and Wellness. 2. Marlisa Abdul Rahim. (2025-01). Majlis Silang Budaya. Faculty of Hospitality, Tourism and Wellness. 3. Nurzehan Abu Bakar, Nik Alif Amri Nik Hashim, Marlisa Abdul Rahim. (2024-01). When Glutinous Rice Meets Squid. Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. 4. Alisha Azreen Affizan Sanee, Alyareena Nadira Mat Isa, Mohammad Nur Fikri M. Aderi, Alia Farahani Hashim, Marlisa Abdul Rahim. (2024). Relationship Between Green Human Resource and Job Performance Among Employees in Theme Park in Malaysia. UMK Press. 5. Nur Farida Hamimie, Nik Balkis Hashima, Siti Syahirah Auni, Navina, Marlisa Abdul Rahim. (2024). Factors That Affect Employee Satisfaction in The Hotel Industry in Malaysia. UMK Press. 6. Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Marlisa Abdul Rahim. (2021-10-31). Aplikasi Penghantaran Makanan. UITM TERENGGANU. 7. Muhamad Nasyat Muhamad Nasir, Marlisa Abdul Rahim, Siti Fariha Muhamad. (2021). Proposing a Conceptual Model of Destination Loyalty: Two Parallel Mediators of Place Attachment and Tourist Motivation. 8. Nurzehan Abu Bakar, Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Siti Salina Saidin, Hassan, Suchi. (2021). NEARPOD: APPLICATION OF INTERACTIVE VIRTUAL REALITY IN TOURISM COURSES. UMK PRESS. 9. Yusof, M. F. M., Rahim, M. A.. (2020). Universiti Malaysia Kelantan (UMK)¿s Engagement with the Kelantan State Government in Developing Community-Based Tourism (CBT). Centre for Global Sustainability Studies (CGSS), Universiti Sains Malaysia (USM). 10. Nik Alif Amri Nik Hashim, Roslizawati Che Aziz, Yusoff, A.M, Ramlee, S.I.F., Wan Zulkiffli, W.F., Zaimatul Awang, Nawi, Nor Maizana Mat, Rahim, M. A.. (2020). The Success of Halal Supply Chain Management Practices in Malaysia. https://doi.org/DOI: 10.5373/JARDCS/V12I8/20202469 11. Mohd Fadil Mohd Yusof, Marlisa Abdul Rahim. (2020). University Malaysia Kelantan (UMK)'s Engagement with the Kelantan State Government in Developing Community-Based Tourism (CBT). USM- SEASN. 12. Marlisa Abdul Rahim, Nurzehan Abu Bakar, Saidin, Siti Salina, Hassan, Suchi, Mohd Ikhwan Aziz. (2020). Performance Expectancy, Effort Expectancy and Social Influence towards Continuance in Adoption of Mobile Application Use.
RESEARCH(S)	1. BEHAVIORAL INTENTION TO USE TRAVEL MOBILE APPS AMONG MALAYSIAN MILLENNIAL GENERATION | MEMBER | SGJP | 2017 2. CONCEPTUALIZING EXPERIENCE-RICH SUSTAINABLE TOURISM MODEL | MEMBER | MOF | 2020 3. COMMUNITY RESILIENCE THROUGH ENTREPRENEURSHIP: THE CASE OF INDIGENOUS ENTREPRENEURS IN MALAYSIA | MEMBER | UMKRS | 2021 4. CONCEPTUALIZING EXPERIENCE-RICH SUSTAINABLE TOURISM MODEL | MEMBER | KPT | 2021 5. CONCEPTUALIZING EXPERIENCE-RICH SUSTAINABLE TOURISM MODEL | HEAD | FRGS | 2022 6. EVALUATION OF SUPPLY AND DEMAND ATTRIBUTES TOWARDS TALENT SHORTAGE FOR INDUSTRY 4.0 ENTREPRENEURSHIP AMONG MALAYSIAN EAST COAST PUBLIC UNIVERSITIES STUDENT WITH GOVERNMENT POLICY SUPPORT AS MEDIATING EFFECT | MEMBER | UMK-FUND | 2020 7. IMPLEMENTATION OF ISLAMIC LEADERSHIP ATTRIBUTES IN MALAYSIAN SHARIAH COMPLIANT INVESTMENT ORGANIZATION | HEAD | SGJP | 2017 8. INSPEK | MEMBER | UMK-FUND | 2020 9. MODELING THE SUPPLY AND DEMAND OF TALENT TOWARDS TALENT SHORTAGE IN MALAYSIA ISLAMIC BANKING INSTITUTION AMONG YOUNG GENERATION | MEMBER | MOF | 2020 10. PROGRAM PERUSAHAAN SOSIAL EKOPELANCONGAN DI KAMPUNG GUNONG RENG, JELI. | MEMBER | APPGM-SDG | 2020 11. ROLES OF CUSTOMERS TRAVEL REVIEWS TOWARDS HOTEL GUEST LOYALTY | MEMBER | SGJP | 2017 12. THE EXPLORATION EXPERIENCE OF SUSTAINABLE HOME-BASED ACCOMMODATION MODEL | MEMBER | FRGS | 2022 13. THE PARALLEL MEDIATORS OF TOURIST SATISFACTION AND PLACE ATTACHMENT ON PERCEIVED VALUE AND DESTINATION LOYALTY RELATIONSHIP | MEMBER | UMK-FUND | 2021
SUPERVISION	• **FACTORS INFLUENCES CHILDREN IN FAMILY TRAVEL DECISION IN EAST COAST MALAYSIA** | CO SUPERVISOR FOR A MASTER'S STUDENT • **THE INFLUENCE OF ONLINE FOOD IMAGES TOWARDS PEOPLE¿S BEHAVIOURAL INTENTION TO VISIT A RESTAURANT** | CO SUPERVISOR FOR A PHD'S STUDENT • **THE MEDIATING EFFECT OF PERCEIVED FOOD QUALITY ON THE RELATIONSHIP BETWEEN KNOWLEDGE, ATTITUDE, PRACTISE AND CUSTOMER RETENTION** | CO SUPERVISOR FOR A PHD'S STUDENT • **THE RELATIONSHIP BETWEEN INTERNATIONAL TOURISTS EXPECTATIONS, DESTINATION IMAGE, PERCEIVED QUALITY AND TOURIST SATIFACTION TOWARDS SHOPPING HUB IN BUKIT BINTANG, MALAYSIA** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **The Influence of Malaysians Prefer To Travel to Nearby Overseas Destination Rather Than Within Their Own Country** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
	• Product Name: Virtual engaging classroom using nearpod Award: GOLD Role: Member Exhibition Name: Teaching enhancement and learning innovation carnival • Product Name: THE RELATIONSHIP BETWEEN ACCOMMODATION, FOOD QUALITY, AND CUSTOMER RELATIONS TOWARDS TOURIST SATISFACTION IN MALAYSIA

RESEARCH AWARD (S)	Award: GOLD Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: FACTOR THAT INFLUENCES TOURISM DEMAND IN MALAYSIA Award: GOLD Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: FRESH CULINARY HERBS EVOKING THE ESSENCE OF CILANTRO Award: GOLD Role: Member Exhibition Name: INTERNATIONAL BORNEO INNOVATION EXHIBITION & COMPETITION (IBIEC) 2022 • Product Name: FRESH CULINARY HERBS EVOKING THE ESSENCE OF CILANTRO Award: GOLD Role: Member Exhibition Name: INTERNATIONAL BORNEO INNOVATION EXHIBITION & COMPETITION (IBIEC) 2022 • Product Name: CILANTRO ESSENCE Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation (CRI 2022) Special Edition • Product Name: Developing a conceptual model of destination loyalty: A multi-stage of parallel mediators Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation (CRI 2022) Special Edition • Product Name: THE RELATIONSHIP BETWEEN MEMORABLE EXPERIENCE, TRAVEL SATISFACTION, AND TOURIST EXPECTATIONS ON REVISIT INTENTION AMONG TOURISTS IN MALAYSIA Award: SILVER Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: The Factors Influence Employee Satisfaction Employee Satisfaction In The Hotel Industry Award: SILVER Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: Interactive virtual reality learning experience Award: BRONZE Role: Member Exhibition Name: IUCEL • Product Name: PEGAGA CHIPS Award: BRONZE Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0) • Product Name: Snapped one hand soap (Syifa Olea Care) Award: BRONZE Role: Head Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 2.0) 2021 • Product Name: SMART WALKING STICK Award: BRONZE Role: Head Exhibition Name: Carnival of Research and Innovation (CRI 2022) Special Edition • Product Name: MOMORDICA CHIPS Award: BRONZE Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0)

D. CONSULTATION

CONSULTATION(S)	1. PERUNDINGAN PERKHIDMATAN DI SK TUDAN, TUARAN, SABAH | HEAD | 2020 2. DATA COLLECTION AND ANALYSIS PROCESS (QUANTITATIVE) | MEMBER | 2020 3. 2021 - PROJEK PEMBANGUNAN PRODUK EKOPELANCONGAN DI JAJAHAN JELI, KELANTAN | MEMBER | 2021 4. PROJEK PERUNDINGAN TOK MAN IN LANGKAWI | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	