ENCIK ABDULLAH BIN MUHAMED YUSOFF (01666A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: abdullah.my@umk.edu.my
Tel:

Scopus ID: **57210730545**
Google Scholar: **KcXkA3oAAAAJ**

A. PERSONAL DETAILS

UMK JOIN DATE	05-Sep-2017
DATE OF APPOINTMENT FOR CURRENT POSITION	01-Mar-2007
DATE OF CONFIRMATION FOR CURRENT POSITION	21-Dec-2020
EDUCATION(S)	• **(2014) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA KULINARI DAN GASTRONOMI GASTRONOMI • **(2011) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA MUDA SAINS PENGURUSAN SENI KULINARI • **(2006) UNIVERSITI TEKNOLOGI MARA** DIPLOMA SENI KULINARI • **(2000) UNIVERSITI TEKNOLOGI MARA** CERTIFICATE PERKHIDMATAN HOTEL DAN RESTORAN • **(1997) SEKOLAH DATO JAAFAR JOHOR** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) 2022 (2023)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang (APC) 2019 (2020)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang (2017)** Awarded by: Universiti Teknologi MARA • Award Name: **Anugerah Perkhidmatan Cemerlang (2012)** Awarded by: Universiti Teknologi MARA
WORKING EXPERIENCE(S)	• COMMIS 3 | HOTEL PUTERI PAN PACIFIC HOTEL 01-Apr-2000 - • COMMIS 2 | HOTEL PAN PACIFIC HOTEL 01-Jun-2002 - • COMMIS 1 | THE PALM GARDEN HOTEL PUTRAJAYA 01-May-2006 - 01-Jan-2007 • DEMI CHEF | HOTEL UITM SHAH ALAM 01-Mar-2007 - 31-Jul-2014 • SOUS CHEF | HOTEL UITM PUNCAK ALAM 01-Aug-2014 - 03-Jul-2017
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

	• AHS3033 - HOSPITALITY PRODUCT DEVELOPMENT • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4103 - FOOD AND BEVERAGE MANAGEMENT

COURSES TAUGHT	• HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHB30103 - FOOD AND BEVERAGE COST CONTROL • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS20203 - BASIC COOKERY • HHS30203 - FOOD AND BEVERAGE MANAGEMENT • HPI40107 - MANAGEMENT & ADMINISTRATION • HPI40207 - SYSTEM APPLICATION • HPI40307 - CUSTOMER SERVICE • HPI40407 - SERVICE QUALITY • HPT20203 - BUSINESS LAW • HPT20403 - ENTERPRISE MANAGEMENT • HPT40108 - INDUSTRIAL TRAINING

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Ahmad Fahme Mohd Ali, Fuadah Johari, Abdullah Muhamed Yusoff, Raja Norliana Raja Omar. (2026-08). Beyond Income: Expenditure-Based Poverty and the Limits of Zakat in Supporting Urban Female-Headed Households in Malaysia. Falah: Jurnal Ekonomi Syariah , Vol. 11 (2) , pp. 1 - 27. https://doi.org/10.22219/jes.v11i2.43414 2. Ataul Karim Patwary, Nor Rabiatul Adawiyah Nor Azam, Muhammad Umair Ashraf, Abdullah Muhamed Yusoff, Waqas Mehmood, Md Karim Rabiul. (2025). Examining employee performance through knowledge management practices, organisational commitment and capacity building in the Malaysian hotel industry. Global Knowledge, Memory and Communication , Vol. 74(3-4) , pp. 733 - 752. https://doi.org/10.1108/GKMC-11-2022-0256 3. Hashim, N.A.A.N., Mohamad S.R., Abdullah, T., Awang, Z., Omar, R.N.R., Zain, E.N.M., Safri, F.H.M., Nawi, N.M.M., Yusoff, A.M, Fadhilahanim Aryani Abdullah. (2020-09). Tourist risk perception and revisit intention: Examining the validity and reliability of the measuring instrument. European Journal of Molecular and Clinical Medicine , Vol. 7(6) , pp. 2661-2666. 4. Yusoff, A.M, Kumar, N., Harun, N.H.. (2020). The Mediating Role of Leader-member Exchange on the Relationship between Perceived Transformational Leadership and Innovative Work Behavior. Journal of Advanced Research in Dynamical and Control Systems , Vol. 12(7) , pp. 461¿463. https://doi.org/10.5373/JARDCS/V12I7/20202026 5. Hashim, N.A.A.N., Awang, Z., Yusoff, A.M, Safri, F.H.M., Fatt, B.S., Velayuthan, S.K., Hashim, H., Novianti, S.. (2020). Validating the measuring instrument for determinants of tourist's preferences toward revisit intention: A study of genting highland. Journal of Advanced Research in Dynamical and Control Systems , Vol. 12 (7 Special) , pp. 2236-2240. https://doi.org/10.5373/JARDCS/V12SP7/20202349 6. Razak, A. A., Mansor, N. A., Razak, R. A., Nawi, N. M. M., Yusoff, A.M, Din, N.. (2020). Changing awareness about health behavior: A study among young instagram users. Journal of Behavioral Science , Vol. 15 (1) , pp. 19-33. 7. 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. 8. Nik Hashim, N.A.A., Yusoff, A.M, Awang, Z., Aziz, R.C., Ramlee, S.I.F., Bakar, N.A., Noor, M.A.M, Fatt, B.S. (2019). The effect of domestic tourist perceived risk on revisit intention in Malaysia. International Journal of Innovative Technology and Exploring Engineering (IJITEE) , Vol. 8(10) , pp. 4591-4596. https://doi.org/10.35940/ijitee.J1085.0881019 9. Abdullah Muhamed Yusoff, Prettya Lenncy Anak Chua, Siti Rosaidatul Sofia Arifin, Anis Nur Ain Aslan, Siti Rahayu Ab Rashid, Siti Aisyah Ghazali, Siti Nur Fada'il Ghazali, Nurul Anis Azmin, Mohamad Azire Moh Razalie, Mohd Yusof Abd Hafiz. (2026-06). Preserving Nekbat in a Digital Marketplace: Mak Wan's Decision Between Heritage, Innovation and Scale. International Journal of Entrepreneurship Case Study (IJECS) , Vol. 5(1) , pp. 30 - 37. https://doi.org/10.51471/tz3xy331 10. Abdullah Muhamed Yusoff, Siti Shaqirah Helimi, Nur Liyana Sofiya Azmi, Nurul Ayuni Anuar, Nor Nadiah Abdullah, Nur Husna Aleya Hasrol Amran, Nur Zulaikha Huda Zainal Ibidin. (2026-06). Kuih Sri Manja at a Crossroads: Preserving Kelantanese Culinary Heritage while Building a Resilient Mobile Micro-Enterprise. International Journal of Entrepreneurship Case Study (IJECS) , Vol. 5(1) , pp. 17 - 23. https://doi.org/10.51471/tz3xy331 11. Abdullah Muhamed Yusoff, Muhammad Abid Mat Lin, Noor Aima Suri Noor, Noorbasirah Yaacob, Pavithrah Shanmuganathan. (2025-03-31). Food Safety: An Assessment of Knowledge, Attitude and Practice Toward Fast-food Operators in Malaysia. Journal of Hospitality, Tourism & Wellness Studies , Vol. 2(1) , pp. 1-12. https://doi.org/10.70944/jhtw.v2i1.1585 12. Mohd Izwan Mohd Zaki, Nur Amira Syasya Mohammad Samauludin, Siti Fatima Muhamad, Zatul Iffah Mohd Fuza, Yusoff, A.M. (2025-03-29). Determinants of Secondary School Teachers¿ Purchase intention towards ready-to-eat products in Dungun, Terengganu, Malaysia. Information Management and Business Review , Vol. Vol 17 (1)S , pp. 1-9. https://doi.org/10.22610/imbr.v17i1(I)S.4427 13. Abdullah Muhamed Yusoff. (2025-01). From Kitchen to Code: How AI is Transforming Gastronomy. AI Spectrum Bulletin , Vol. 3 , pp. 34. 14. 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) . 15. Norsyahidatun Naim Misran, Mohd Shazali Md.Sharif, Mohd Noor Azmin Akbarruddin, Mazni Saad, Abdullah Muhamed Yusoff. (2022). Cultural Identity of Malay Bugis: A Reflection in Traditional Food Practices. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 140-163. 16. Faizal Azrin Abdullah, Tuan Ahmad Tuan Ismail, Abdullah Muhamed Yusoff. (2022). Hotel Amenities, Customer Satisfaction and Customer Experience: A Test of Mediation. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 262-270. 17. Abdul Rashed, N. S., Abdullah, F. A., Yusoff, A.M, Hasbollah H.R., Ahmad M I, Razab, M. K. A. A, Zulhisyam, A. K., Jamaludin, M. H.. (2021-12). The effect of ratio between Tilapia fish (Oreochromis niloticus) and Otoshimi on properties of sago fish crackers. Journal of Tropical Resources and Sustainable Science , Vol. 9 , pp. 117-122. 18. Mohd Shazali Md. Sharif, Mohd Noor Azmin Akbarruddin, Abdullah Muhamed Yusoff, Nurul Falah Hashim, Putera Mohd Naim Norsalim. (2021-08). Challenges and Uncertainty: The Impact of Covid 19 on Segi Seri Group Sdn.

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BOOK(S)	1. Roslizawati Che Aziz, Norsuriani Samsudin, Siti Fathihah Abd Latif, Abdullah Muhamed Yusoff, Nurul Hafizah Mohd Yasin, Luqman Abu Bakar. (2024-12-11). e-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024) - SULAM Project/ SULAM Concept. UMK Press. 2. Roslizawati Che Aziz, Ahmad Fahme Mohd Ali, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Fairuladilan Hamadun, Md Ariff Ariffin, Hidayat Hamid. (2024-11). The Story of SCCIP 2024 Sustainability in The Creative and Cultural Industries Programme: Asean & Beyond. Universiti Malaysia Kelantan. 3. Roslizawati Che Aziz, Norsuriani Samsudin, Siti Fathihah Abd Latif, Abdullah Muhamed Yusoff, Nurul Hafizah Mohd Yasin, Luqman Abu Bakar. (2024). E-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024). UMK Press. 4. Mohd Fadil Mohd Yusof, Abdullah Muhamed Yusoff, Nurul Fardila Abd Razak. (2022). Pengawalan Kos Perniagaan Restoran. UMK Press. 5. Nik Alif Amri Nik Hashim, Selvi Novianti, Abdullah Muhamed Yusoff, Nur Hafizah Muhammad, Zaimatul Awang, Roslizawati Che Aziz. (2020). The Recipes: Traditional Delicacies of Bandung, Indonesia. Book Publisher International. https://doi.org/10.9734/bpi/mono/978-93-90431-64-9
	1. Fauzan Hafiz Muhammad Safri, Ahmad, M.A., Velayuthan, S.K., Khairul, A.P., Roslizawati Che Aziz, Abdullah Muhamed Yusoff, Raja Norliana Raja Omar. (2026-01). Evaluating the Effectiveness of Work-Integrated Learning Internships in Bridging Employability Gaps in the Tourism Sector. In Business Models of the Future (pp. 1069-1081). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-85398-2_94 2. Raja Norliana Raja Omar, Roslizawati Che Aziz, Nor Syuhada Zulkefli, Abdullah Muhamed Yusoff, Ahmad Fahme Mohd Ali, Ruzanifah Kosnin, Velayuthan, Sathish Kumar. (2025). A Comparative Analysis of the Culture and Heritage Elements: Cases of Homestay Program and Kampung-Stay Program. In Studies in Systems, Decision and Control (pp. 835 - 844). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_72 3. Fauzan Hafiz Muhammad Safri, Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Ruzanifah Kosnin, Muhamad Azahar Abas. (2025). Balancing Heritage and Modernity: Evaluating the Role of Kelantan¿s Traditional Crafts in Shaping Sustainable Tourism and Economic

CHAPTER(S)	Development. In Studies in Systems, Decision and Control (pp. 217 - 226). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_20 4. Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Ruzanifah Kosnin. (2025). An Exploration of Culture and Heritage Conservation Approaches in Kelantan, Malaysia. In Studies in Systems, Decision and Control (pp. 845 - 855). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_73 5. Abdullah Muhamed Yusoff, Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Mohd Izwan Mohd Zaki, Mohd Hafiz Mohd Noor, Mohammad Syakir Zainozaman, Mohammed Ruqaimi Remeli. (2025). Factors Determine the Effectiveness of Hospitality Work-Based Learning Programs in Malaysia. In The Future of Work: How Technology is Transforming Jobs and Skills (pp. 305 - 315). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-87372-0_28 6. 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 7. Damodaram, T., Hasan, M. Z. M., Merican A.R.M.R., Yusoff, A.M, Yunoh M.N.M., Hassan A.A.M., Hairani N., Alwi, M. A. M. (2023). Impact of Covid-19 Pandemic on SME Digitalization in Taiping, Perak. In Finance, Accounting and Law in the Digital Age (pp. 93-97). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_9 8. Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Nor Amira Mohd Razali, Nadia Mukharan@Mohar, Nor Dalila Mat Yusoff, Mas Affandy Mashuri. (2021-04). Chapter Airbnb Physical Environment Attributes and Customer Behavioural Intention. In Insights into Economics and Management (pp. 15-22). B.P International. https://doi.org/10.9734/bpi/ieam/v7/1585C 9. Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkifli, Abdullah Muhamed Yusoff, Harnidah Samengon, Eni Noreni Mohamad Zain, Siti Rohana Mohamad, Shah Iskandar Fahmie Ramlee, Zaimatul Awang. (2021-02). The Factors Influencing Tourists¿ Behavioural Intention-to-Use Grab Pay Application. In Insights into Economics and Management (pp. 1-10). B.P International. https://doi.org/10.9734/bpi/nicst/v7/1580C
OTHER(S)	1. Abdullah Muhamed Yusoff, Ahmad Fahme Mohd Ali, Roslizawati Che Aziz, Faizal Azrin Abdullah, Raja Norliana Raja Omar. (2025-12-01). Empowering culinary entrepreneurs through social impact: Yayasan Tm¿s F&B Entrepreneur Development Program. UMK Press. 2. Muhamad Hanif Jalil, Danish Afdzal, Nur Tasliah Abdullah, Janice Woo Wen Xin, Wardah Rabiatul Adawiyah Mohd Azmi, Abdullah Muhamed Yusoff. (2025-12-01). Hospitality in education: Empowering teachers with digital tools through community engagement. UMK Press. 3. Abdullah Muhamed Yusoff. (2025-12). Kepentingan Logo dan Jenama Kendiri dalam Perniagaan. Penerbitan Korporat UMK. 4. Mohd Fadil Mohd Yusof, Mohamad Pirdaus Yusoh, Ahmad Fahme Mohd Ali, Pavitira A/P Manogaran, Abdullah Muhamed Yusoff, Siti Salina Saidin, Bibi Nabihah Abdul Hakim, Norsyamlina Che Abdul Rahim, Norizan Musa, Muhammad Firdaus Bin Bidin, Mohammad Syakir Zainozaman, Hazzyati Hashim. (2025-12). LENSA FHPK (edisi Disember 2025). Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 5. Abdullah Muhamed Yusoff. (2025-07). Kesukarelawanan Pelajar: Dari Papan Putih ke Skrin : Kuasai Canva dan Rekabentuk Digital. Penerbitan Korporat UMK. 6. Abdullah Muhamed Yusoff. (2025-07). Asam Pedas Tradisional Johor: Warisan Rasa yang Tak Lapuk Ditelan Zaman. Penerbitan Korporat UMK. 7. Abdullah Muhamed Yusoff. (2025-01). Dari Dapur ke Kod Komputer: Bagaimana AI Mengubah Gastronomi. Penerbitan Korporat UMK. 8. Abdullah Muhamed Yusoff, Farah Amni Jazleena Jasni, Muhammad Aqiff Aqmal Bahtiar, Nurayuni Nadjwa Zulkiflie, Nurul Hidayah Mahadi. (2024). Self-Service Kiosks in Fast Food Restaurants: A Study on UMK Students¿ Usage Intentions. UMK Press. 9. Muhammad Amirul Mukmin Adnan, Nureen Farisha Zamani, Nurasana Assyaaini Ishak, Nur Natasha Najwa Fiezal Naim, Abdullah Muhamed Yusoff. (2024). Factor That Influences Part-Time Employment Among Hospitality Students at Universiti Malaysia Kelantan. UMK Press. 10. Muhammad Faiz Nordin, Fairuz Ayunie Mat Yusoff, Nurul Diyana Athirah Othman, Abdullah Muhamed Yusoff. (2024). Factors Affecting Students¿ Intention To Use Food Delivery Apps At Universiti Malaysia Kelantan. UMK Press. 11. Ahmad Fahme Mohd Ali, Roslizawati Che Aziz, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Ruzanifah Kosnin, Nor Syuhada Zulkefli, Fauzan Hafiz Muhammad Safri, Mazne Ibrahim, Nur Dalila Yusoff, Mohammed Ruqaimi Remeli, Sathish Kumar Velayuthan, Norsuriani Samsudin, Mohd Zamruri Ab Ghani, Lydia Irffian Mohd Isa. (2024). Laporan program - Sustainability In The Creative & Cultural Industries Programme - Asean & Beyond (SCCIP 2024). UMK Press. 12. Abdullah Muhamed Yusoff, Zaimatul Awang, Muhammad Firdaus Bidin. (2022-12). Communication Skills in the Hospitality Industry. Tourism in Paradise. 13. Nurul Fardila Abd Razak, Abdullah Muhamed Yusoff. (2022-04). Mercu Kejayaan Usahawan Roti. MASMED UiTM Cawangan Terengganu. 14. Jamaludin, M. H., Zulhisyam A.K., Abdullah, F. A., Yusoff, A.M, Hasbollah H.R.. (2021-06). Effect of frozen storage on the chemical and sensory properties of red tilapia (Oreochromis niloticus). UMK Press. 15. Nik Alif Amri Nik Hashim, Raja Norliana Raja Omar, Nurul Aziah Ahmad, Aikal Liyani Mohd Rasdi, Ruzanifah Kosnin, Nur Dalila Yusoff, Abdullah Muhamed Yusoff. (2021-05). Factors Affecting the Willingness to Purchase Green Products among University Undergraduates. Linguistica Antverpiensia. 16. 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 17. Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkiffli, Roslizawati Che Aziz, Nor Maizana Mat Nawi, Zaimatul Awang, Nur Hafizah Muhammad, Abdullah Muhamed Yusoff. (2020). Grab Pay App: The Factors Influencing Tourists¿ Behavioural Intention-to-Use. International Research Association for Talent Development and Excellence. 18. Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Zaimatul Awang, Derweanna Bah Simpong, Raja Norliana Raja Omar, Nur Azimah Othman. (2020). Do knowledge and awareness affect the implementation of green practices? The perspectives of higher education students in Malaysia. International Journal of Psychosocial Rehabilitation,. https://doi.org/DOI: 10.37200/IJPR/V24I6/PR260705

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RESEARCH(S)	1. BEHAVIORAL INTENTION TO USE TRAVEL MOBILE APPS AMONG MALAYSIAN MILLENNIAL GENERATION | MEMBER | SGJP | 2017 2. CONSUMER LIFESTYLE AND HEALTH: THE ROLE OF SOCIAL MEDIA IN INFLUENCING HEALTHY EATING | MEMBER | SGJP | 2017 3. DEVELOPMENT OF BREAKFAST CEREAL ALTERNATIVE OF ORANGE-FLESHED SWEET POTATO: IPOMOEA CRUNCHY CRUNCH CEREAL. | MEMBER | UMK | 2021 4. IMPLEMENTATION OF ISLAMIC LEADERSHIP ATTRIBUTES IN MALAYSIAN SHARIAH COMPLIANT INVESTMENT ORGANIZATION | MEMBER | SGJP | 2017 5. MALAYSIAN CONSUMER PREFERENCE AND ACCEPTANCE OF LOCALLY PRODUCE SMOKE PRODUCT | MEMBER | UMK-MATCH | 2020 6. MALAYSIAN CONSUMER PREFERENCE AND ACCPETANCE OF LOCALLY PRODUCE SMOKE PRODUCT | MEMBER | SGPPU | 2015 7. PROGRAM SCUBA DIVING CERTIFICATION | MEMBER | KPT | 2022 8. PROJEK PERUSAHAAN LKAN LUNAK | MEMBER | GRANT(I/A) | 2022 9. PROJEK TERNAKAN AYAM KAMPUNG KACUK | MEMBER | GRANT(I/A) | 2022 10. ROLES OF CUSTOMERS TRAVEL REVIEWS TOWARDS HOTEL GUEST LOYALTY | MEMBER | SGJP | 2017 11. THEORETICAL INVESTIGATION OF CONSUMERS¿ PRO-ENVIRONMENTAL BEHAVIOUR IMPACTS ON THE WILLINGNESS TO PAY (WTP) FOR NEW BIO-BASED SUSTAINABLE PACKAGING | MEMBER | UMK-FUND | 2020 12. UMK GRADUATE EMPLOYABILITY ACCELERATOR TRAINING (GREAT) PROGRAMME | MEMBER | MOF | 2002 13. WORK BASED LEARNING PROGRAM EXPERIENCES, SATISFACTION, AND FUTURE CAREERS AMONG HOSPITALITY STUDENTS IN MALAYSIA | HEAD | UMK-FUND | 2022
SUPERVISION	• **CHALLENGES FACING HOSPITALITY INDUSTRY AND REMEDIES IN LAGOS STATE** | CO SUPERVISOR FOR A MASTER'S STUDENT
	• Product Name: Smoke Food Product Award: GOLD Role: Member Exhibition Name: Carnival Research innovation 2019 • Product Name: CARROT CRUNCHY Award: GOLD Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 5.0) • Product Name: INTERGRATED SULAM PROFILING PLATFORM FOR STUDENT-COMMUNITY LEARNING EXPERIENCE ENHANCEMENT (INSPRO) Award: GOLD Role: Member Exhibition Name: INTERNATIONAL PUTRA INNOCREATIVE CARNIVAL TEACHING AND LEARNING 2023 • Product Name: SPICY BANANA STEM CHIPS Award: GOLD Role: Member Exhibition Name: INTERNATIONAL HOSPITALITY & EDUCATION INVENTION INNOVATION & DESIGN • Product Name: DREAM TEA Award: GOLD Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) in conjunction with International Conference and Exhibition (ICE 2023) • Product Name: Pembangunan Peranti Penjarakan Fizikal (i-Gap) Award: GOLD Role: Head Exhibition Name: Virtual Innovation Competition 2021 • Product Name: FACTORS THAT INFLUENCE THE ACCEPTANCE OF MILLENIAL GENERATION TO CONSUME TRADITIONAL FOOD (KUIH-MUIH) IN KOTA BHARU Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium • Product Name: CULTURAL IDENTITY OF MALAY BUGIS: A REFLECTION IN TRADITIONAL FOOD PRACTICES Award: SPECIAL Role: Member Exhibition Name: 1ST INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM AND WELLNESS & 4TH HOSPITALITY & TOURISM CONFERENCE • Product Name: UMK Virtual International Day Award: SPECIAL Role: Head Exhibition Name: UMK Virtual International Day

RESEARCH AWARD (S)	• Product Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) Award: SILVER Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) Award: SILVER Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: MY ESCAPADE Award: SILVER Role: Member Exhibition Name: Ekspo Maya Rekacipta dan Pameran Penyelidikan 2022 (EREKA 2022) • Product Name: Hospitality, Tourism and Wellness Colloquium 5.0 Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: INTERPERSONAL RELATIONSHIP, WORKLOAD PRESSURE, WORK ENVIRONMENT AND JOB STRESS AMONG HOSPITALITY INTERNSHIP, POSTER CODE H14 Award: BRONZE Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (hotwec 6.0) • Product Name: Learning Design Thinking, Making and Innovation: Incorporating Multi Mode in Teaching Award: BRONZE Role: Member Exhibition Name: Teaching Enhancement & Learning Innovation Carnival • Product Name: `Tech Hotel¿ Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) 2021 • Product Name: The Determinants of Tourist Travel Intention in Malaysia: The Role of Perceived Risk and Destination Image Award: BRONZE Role: Head Exhibition Name: Carnival Research innovation 2019 • Product Name: Hospitality, Tourism and Wellness Colloquium 5.0 Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium • Product Name: FACTOR DETERMINATION OF YOUNG GENERATION INTENT TO EAT NEGERI SEMBILAN TRADITIONAL FOOD Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HOTWEC 4.0) • Product Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) Award: BRONZE Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: AN ASSESSMENTS OF KNOWLEDGE ATTITUDE AND PRACTICE TOWARD FAST-FOOD OPERATORS IN MALAYSIA, POSTER CODE H13 Award: NONE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 6.0 • Product Name: THE IMPACT OF MODERN TECHNOLOGY TOWARDS MALAY TRADITIONAL FOODS PREPARATION AND COOKING PROCESSES AMONG CHEFS IN MALAYSIA, POSTER H15 Award: NONE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 6.0

D. CONSULTATION

CONSULTATION(S)	1. PROGRAM KHIDMAT PERUNDINGAN DI SEKOLAH KEBANGSAAN TUDAN, TUARAN SABAH | MEMBER | 2020 2. PERLANTIKAN SEBAGAI PENASIHAT DAN PAKAR RUJUK KAFE DI HILAL AUTOCARA SBN BHD | MEMBER | 2020 3. PERLANTIKAN SEBAGAI PERUNDING PROJEK BAGI GERAN PEMBANGUNAN PELAN TINDAKAN PEMERKASAAN WANITA NEGERI JOHOR (PTPWNJ) | MEMBER | 2021 4. LANTIKAN SEBAGAI PENASIHAT DAN PAKAR RUJUK KAFE DI HILAL AUTOCARE SDN BHD | HEAD | 2021 5. PELANTIKAN SEBAGAI PERUNDING SK TUDAN | MEMBER | 2021 6. PROJEK PERUNDINGAN PENSIJILAN SCUBA DIVING (OPEN WATER CERTIFICATE) | MEMBER | 2022 7. PROJEK PERUNDINGAN PROGRAM UMK GRADUATE EMPLOYABILITY ACCELERATION TRAINING (GREAT) - PENSIJILAN PROFESSIONAL SIJIL PENTAULIAHAN EKSEKUTIF HALAL DAN PROGRAM BERASASKAN KEMAHIRAN ASAS PENGENDALIAN MAKANAN | MEMBER | 2022 8. PROJEK PERUNDINGAN TOK MAN IN LANGKAWI | MEMBER | 2022

E. COMMUNITY SERVICES

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