



PUAN NUR AZIMAH BINTI OTHMAN (01674A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

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Tel:

A. PERSONAL DETAILS

UMK JOIN DATE	01-Oct-2017
DATE OF APPOINTMENT FOR CURRENT POSITION	08-May-2023
DATE OF CONFIRMATION FOR CURRENT POSITION	20-Oct-2024
EDUCATION(S)	<ul style="list-style-type: none">• (2020) MAJLIS PEPERIKSAAN MALAYSIA MUET• (2016) UNIVERSITI TEKNOLOGI MARA IJAZAH SARJANA GASTRONOMI• (2013) UNIVERSITI TEKNOLOGI MARA IJAZAH SARJANA MUDA SAINS PENGURUSAN KULINARI• (2011) UNIVERSITI TEKNOLOGI MARA DIPLOMA SENI KULINARI• (2006) SEK MEN KEB KAMIL PASIR PUTEH SPM
GROUP OF EXPERTISE	<ul style="list-style-type: none">• Other Social Sciences n.e.c.
AWARD(S)	<ul style="list-style-type: none">• Award Name: Sijil Penghargaan (2020) Awarded by: K-INOVASI• Award Name: Sijil Penghargaan (2020) Awarded by: JABATAN KEBAJIKAN MASYARAKAT NEGERI KELANTAN• Award Name: Sijil Penghargaan (2020) Awarded by: UMK• Award Name: Sijil Penghargaan (2019) Awarded by: K-Inovasi• Award Name: Sijil Pengarah (2019) Awarded by: PIP 2019• Award Name: Sijil Penghargaan (2018) Awarded by: UMK• Award Name: Sijil Penghargaan (2018) Awarded by: Icomplex18• Award Name: Sijil Penghargaan (2018) Awarded by: UMK
WORKING EXPERIENCE(S)	<ul style="list-style-type: none">• Commis II Langkawi Lagoon Resort, Langkawi Kedah 01-Feb-2013-01-Feb-2014
PROFESIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

	<ul style="list-style-type: none">• AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE• AHS4103 - FOOD AND BEVERAGE MANAGEMENT
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COURSES TAUGHT	<ul style="list-style-type: none"> • HFT10103 - FUNDAMENTAL OF MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS10103 - INTRODUCTION TO HOSPITALITY INDUSTRY • HHS10203 - RESTAURANT MANAGEMENT • HHS20203 - BASIC COOKERY • HHS30203 - FOOD AND BEVERAGE MANAGEMENT • HPT20403 - ENTERPRISE MANAGEMENT • HPT40108 - INDUSTRIAL TRAINING
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C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	<ol style="list-style-type: none"> 1. 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. <i>Journal of Tourism, Hospitality & Culinary Arts (JTHCA)</i> , Vol. 14(1) , pp. 492-502. 2. 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. <i>REVIEW OF INTERNATIONAL GEOGRAPHICAL EDUCATION</i> , Vol. 11(10) , pp. 262-271. 3. Saidi, N.A., Simpong, D.B, Ahmad, G., Othman, N.A., Wan Farha Wan Zulkifli. (2020). Financial Risk of Conventional and Islamic Banks: Does Institutional Quality Matter?. <i>Psychology and Education</i> , Vol. 12(3) , pp. 510-524. https://doi.org/10.17762/turcomat.v12i3.757 4. 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. <i>International Journal of Tourism Anthropology</i> , Vol. 7(3-4) , pp. 309-329.
PROCEEDING(S)	<ol style="list-style-type: none"> 1. Zulfadli Syamim, Shahidatul Najwa, Mimi Nadia, Alya Farzana, Nur Azimah Othman. (2024). Factors That Influence Customer Purchasing Decision Towards the Selection of Cake. , pp. 256-263. Copyright UMK Press, 2024. 2. Simpong, D.B, Nur Azimah Othman, Nurul Fardila Abd Razak, Mohd Fadil Mohd Yusof, Hazyati Hashim. (2023). The Effect of Facility Aesthetics on Guest Satisfaction: The Case of Three Star Hotel in Kelantan. In <i>Lecture Notes in Networks and Systems</i> , pp. 1035-1047. Springer Science and Business Media Deutschland GmbH. 3. Kasturi A/P Raganathan, Lee Sook Yee, Melissa Anak Henry, Mohamad Asri Zulkifli, Nur Azimah Othman. (2023). Factors that influence customer satisfaction in 3star hotels in Kelantan. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 46-54. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 4. Muhamad Hakimi bin Abdullah, Muhamad Ibad bin Hassan, Muhammad Aiman Hakim bin Zaidi, Muhammad Fahmi bin Amin Husni, Nur Azimah Othman. (2023). Factors that influence customers satisfaction towards robotic service restaurant in Malaysia. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 65-84. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 5. Muhammad Fikri Akmal bin Mohd Anura, Muhammad Harriz Erfan bin Zamani, Muhammad Farez Nabil bin Abd Wahab, Muhammad Faisal Arif bin Rosdi, Nur Azimah Othman. (2023). The Viral Marketing Role in Directing Customer Purchasing Decision Regarding Food in Tiktok. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 85-103. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 6. Alif Rohaimi, Afidatul Balqis, Anis Nadia, Nur Azimah Othman. (2022). Factors Influencing Unemployment Rate Among Hospitality Industry Graduates in Malaysia. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 697-708. Faculty of Hospitality, Tourism and Wellness, UMK, 2022. 7. Nurul Azwa, Nurul Fatin Alisha, Nur Athirah, Amirul Anuar, Nur Azimah Othman. (2022). The Impact of Service Quality on Customer Satisfaction Towards Shell-Out Restaurant in Malaysia. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 709-719. Faculty of Hospitality, Tourism and Wellness, UMK, 2022. 8. Shereen Sonia, Asmaa Nabilah, Syazreen Shahira, Rabiatal Adawiyah, Nur Azimah Othman. (2022). The Importance of English Language Proficiency among Employee in Hospitality Industry. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 720-731. 9. 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 <i>IOP Conference Series: Earth and Environmental Science</i> . Institute of Physics. https://doi.org/10.1088/1755-1315/1102/1/012083 10. Nishanthini Gunalan, Nurul Atikah Binti Muhamad Fauzi, Ruzlin Suhaida Binti Halim, Syahida Afrina Binti Ab. Rashid, Nur Azimah Othman. (2021-12). Domestic Waste Management Awareness Among Households at Kota Bharu, Kelantan. , pp. 59-66. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 11. Nur Aisyah Nabila Darwis, Nur Safura Mazahar, Nurul Shahirah Zamanan, Shirlyn Hing Shi Ning, Nur Azimah Othman. (2021-12). Perception and Acceptance of `Sambal Pijatz` in Kelantan. , pp. 206-217. 12. Aimi Nur Atiq Afiqah Binti Ahmad, Lim Cia Yee, Nurizzati Binti Mohd Zawawi, Suziana Binti Mohd Hassan, Nur Azimah Othman. (2021-12-31). Customer Satisfaction Towards the Dimension of Service Quality of Fast Food Restaurant, McDonalds in Pengkalan Chepa, Kota Bharu, Kelantan. , pp. 153-162. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 13. Ariawatella Vanessa Anak Watt, Dayang Hazizah Johan, Muhammad Affiq Jalil, Yong Xin, Harnidah Samengon, Othman, Nur Azimah, Derweanna Bah Simpong. (2020). The Effectiveness of Banana Leaf as a Food Wrapper in Pasar Siti Khadijah. In <i>Nurturing Hospitality, Tourism & Wellness World</i> , pp. 73-80. UMK PRESS.
BOOK(S)	
	<ol style="list-style-type: none"> 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 Socio-Economic Growth and Community Participation. In <i>Integrating Artificial Intelligence, Security for</i>

CHAPTER(S)	<p>Environmental and Business Sustainability (pp. 947 - 957). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_59</p> <ol style="list-style-type: none"> Muhammad N.H., Nawati, Nor Maizana Mat, Bakar, N. A., Razali, N. A. M., Razak, N.F.A, Othman, N.A.. (2024). <i>Virial Food</i>: Obsession: Influence of Product Attributes, Personal Attitudes, and Social Group on Consumer's Purchasing Behaviour. In <i>The AI Revolution: Driving Business Innovation and Research</i> (pp. 679 - 690). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_59 Simpong, D.B, Wan Ahmad Amir Zal Wan Ismail, Anuar T.F.T., Abdullah, A, Rasdi S.A.M., Salleh H.M., Othman, N.A.. (2024). The Study on the Impact of a Sense of Community and Personality Traits Towards Orang Asli Entrepreneurs to Eradicate Poverty Through Tourism Industry-Related Businesses. In <i>Studies in Systems, Decision and Control</i> (pp. 773 - 784). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-50939-1_62 Derweanna Bah Simpong, Nur Azimah Othman, Fadhilahanim Aryani Abdullah, Dzulkifli Mukhtar. (2024). Building Dreams, Shattering Barriers: A case study of NR Architecture. In <i>Malaysian Women Entrepreneurs: Breaking The Barriers (Lecturer's Edition)</i> (pp. 207-222). UMK Press. 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's Behaviour Towards Environmentally Friendly Food Packaging. In <i>Finance, Accounting and Law in the Digital Age</i> (pp. 701-713). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_63 Othman, N.A., Simpong, D.B, Mat Yusoff N.D., Said, N.M., Hashim, H., Abdullah, F. A.. (2023). The Influences of Online Food Images Towards People's Behavioural Intention to Visit a Restaurant. In <i>Finance, Accounting and Law in the Digital Age. Contributions to Management Science</i> (pp. 509 - 518). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_47 Simpong, D.B, Othman, N.A., Mat Yusoff N.D., Hazyati Hashim, Said, N.M.. (2023). The Impacts of Social Capital Toward Indigenous Entrepreneurs Socio-Economic Development. In <i>Finance, Accounting and Law in the Digital Age. Contributions to Management Science</i> (pp. 441-451). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_40 Derweanna Bah Simpong, Nur Azimah Othman, Mohd Fadil Mohd Yusof. (2022). Continuity in Traditional Food Practices of the Senoi Tribe: The role of Knowledge Transmission. In <i>Contemporary Issues in Malaysian Tourism</i> (pp. 130). UUM PRESS. Abu Bakar, N., Nik Hashim N.A.A., Othman, N.A., Muhammad, Nur Hafizah, Abdullah, T., Shuhada Deraman S. N., Zainuddin, S. A., Mat Nawati, N.M.. (2021). The Use of Unified Acceptance Technology Model for Travel Mobile Applications. (pp. 112-120). Book Publisher International.
OTHER(S)	<ol style="list-style-type: none"> Nur Azimah Othman, Derweanna Bah Simpong, Nor Maizana Mat Nawati. (2021-12). Discover the Exotic Taste of Sambal Pijat. <i>Tourism in Paradise</i>. Normaizatul Akma, S., Noraida Saidi, Derweanna Bah Simpong, Nur Azimah Othman, Hazyati Hashim, Nadzirah Mohd Said, Wan Farha Wan Zulkiffli. (2021-12). Application of the Kirkpatrick Model: Effectiveness in Accounting Course. Mohd Said, Nadzirah, Derweanna Bah Simpong, Hashim, H., Othman, Nur Azimah, Normaizatul Akma Saidi, Wan Farha Wan Zulkiffli. (2021-09). An Integrated Online Hub For Muslim Friendly Homestay Operators In Malaysia. Research Management Innovation Centre. Derweanna Bah Simpong, Nur Azimah Othman, Normaizatul Akma Saidi, Hazyati Hashim, Nadzirah Mohd Said, Wan Farha Wan Zulkiffli. (2021-09). ULAM COOKIES. Research Management Innovation Centre. Derweanna Bah Simpong, Nur Azimah Othman, Normaizatul Akma Saidi, Hazyati Hashim, Nadzirah Mohd Said, Wan Farha Wan Zulkiffli. (2021). Prototype Sneaker Insoles Sensor. 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. <i>International Journal of Psychosocial Rehabilitation</i>,. https://doi.org/DOI: 10.37200/IJPR/V24I6/PR260705 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. <i>Innovare Academics Sciences Pvt. Ltd.</i>
RESEARCH(S)	<ol style="list-style-type: none"> FOSTERING SOCIO-ECONOMIC ACTIVITIES AND COMMUNITY INVOLVEMENT IN NATIVE BASED TOURISM PRODUCT AMONG ORANG ASLI MEMBER FRGS 2020 FACTORS THAT AFFECTING TURNOVER INTENTION OF HOTEL EMPLOYEES MEMBER SGJP 2020 FOSTERING SOCIO-ECONOMIC ACTIVITIES AND COMMUNITY INVOLVEMENT IN NATIVE BASED TOURISM PRODUCT AMONG ORANG ASLI MEMBER FRGS 2017 IPOMEA CRUNCH CRUNCH CEREAL MEMBER UMK-FUND 2020 INSTITUTIONAL QUALITY AND FINANCIAL RISK OF CONVENTIONAL AND ISLAMIC BANKS MEMBER SGJP 2020 LANTIKAN SEBAGAI AHLI PENYELIDIK KAJIAN KES USAHAWAN WANITA UMK DAN WLF MEMBER UMK 2022 SUSTAINABLE FOOD WASTE PRACTICES AMONG SMALL MEDIUM ENTERPRISE (SME) RESTAURANT OPERATORS IN PENINSULAR MALAYSIA HEAD UMK-PRO 2020 SUSTAINABLE FOOD WASTE PRACTICES AMONG SMALL MEDIUM ENTERPRISE (SME) RESTAURANT OPERATORS IN PENINSULAR MALAYSIA HEAD SGJP 2020 UMK WOMEN LEADERSHIP FOUNDATION (WLF) MEMBER UMK 2023
SUPERVISION	

**RESEARCH AWARD
(S)**

- Product Name: Factors that influence customer satisfaction in 3star hotels in Kelantan
Award: GOLD
Role: Member
Exhibition Name:HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWec 7.0)
- Product Name: AN INTEGRATED ONLINE HUB FOR MUSLIM FRIENDLY HOMESTAY OPERATORS IN MALAYSIA
Award: SILVER
Role: Member
Exhibition Name:ECARNIVAL RESEARCH & INNOVATION ECRI 2021
- Product Name: CARROT ICECREAM
Award: SILVER
Role: Member
Exhibition Name:BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0)
- Product Name: Factors that influence customers satisfaction towards robotic service restaurant in Malaysia
Award: SILVER
Role: Member
Exhibition Name:HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWec 7.0)
- Product Name: ICECREAM
Award: SILVER
Role: Member
Exhibition Name:BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0)
- Product Name: CHIA SEED MOCHI
Award: SILVER
Role: Member
Exhibition Name:International Research and Innovation Competition (InaRIC) in conjunction with International Conference and Exhibition (ICE 2023)
- Product Name: Factors Influencing Unemployment Rate Among Hospitality Industry Graduates in Malaysia
Award: SILVER
Role: Head
Exhibition Name:HOTWEC 6.0
- Product Name: `Innovation SHOPJER Apps in Kelantan`
Award: SILVER
Role: Member
Exhibition Name:BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) 2021
- Product Name: INTERACTIVE EDUTAINMENT MODEL (IEM): "EDUKITS" FOR ORANG ASLI STUDENT
Award: SILVER
Role: Member
Exhibition Name:TEACHING ENCHANCEMENT & LEARNING INNOVATION CARNIVAL (TELIC)
- Product Name: Perception and Acceptance of `Sambal Pijat` in Kelantan
Award: SILVER
Role: Member
Exhibition Name:HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM 4.0 2020
- Product Name: APPLICATION OF THE KIRKPATRICK MODEL: EFFECTIVENESS IN ACCOUNTING COURSE
Award: SILVER
Role: Member
Exhibition Name:ECARNIVAL RESEARCH & INNOVATION ECRI 2021
- Product Name: ULAM COOKIES
Award: SILVER
Role: Member
Exhibition Name:ECARNIVAL RESEARCH & INNOVATION ECRI 2021
- Product Name: The Importance of English Language Proficiency among Employee in Hospitality Industry
Award: BRONZE
Role: Head
Exhibition Name:HOTWEC 6.0
- Product Name: CUSTOMER SATISFACTION TOWARDS THE DIMENSION OF SERVICE QUALITY OF FAST FOOD RESTAURANT, MCDONALDS IN PENGKALAN CHEPA, KOTA BHARU, KELANTAN.
Award: BRONZE
Role: Member
Exhibition Name:HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM 4.0 2020
- Product Name: IMPROVING HOMESTAY BUSINESS AMONG SMALL ENTERPRENEURS USING A.I.P.D MODEL
Award: BRONZE
Role: Member
Exhibition Name:ECARNIVAL RESEARCH & INNOVATION ECRI 2020
- Product Name: THE VIRAL MARKETING ROLE IN DIRECTING CUSTOMER PURCHASING DECISION REGARDING FOOD IN TIKTOK
Award: BRONZE
Role: Member
Exhibition Name:HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWec 7.0)
- Product Name: DOMESTIC WASTE MANAGEMENT AWARENESS AMONG HOUSEHOLDS AT KOTA BHARU, KELANTAN
Award: BRONZE
Role: Member
Exhibition Name:HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM 4.0 2020
- Product Name: SUSTAINABLE FOOD WASTE PRACTICE AMONG SMALL MEDIUM ENTERPRISE (SME) RESTAURANT OPERATORS IN PENINSULAR MALAYSIA
Award: NONE
Role: Head
Exhibition Name:IcoHoTs & HTC 2021
- Product Name: The Impact of Service Quality on Customer Satisfaction Towards Shell-Out Restaurant in Malaysia
Award: NONE
Role: Head
Exhibition Name:HOTWEC 6.0

D. CONSULTATION

CONSULTATION(S)	<ol style="list-style-type: none">1. RUMAH TAMU MASJID BANDAR JELI DAN KHIDMAT KOMUNITI MEMBER 20222. PROJEK PERUNDINGAN PROGRAM UMK GRADUATE EMPLOYABILITY ACCELERATION TRAINING (GREAT) - PENSIJILAN PROFESSIONAL SIJIL PENTAULIAHAN EKSEKUTIF HALAL DAN PROGRAM BERASASKAN KEMAHIRAN ASAS PENGENDALIAN MAKANAN MEMBER 2022
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E. COMMUNITY SERVICES

COMMUNITY SERVICES	
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