DR. SITI FATIMAH BINTI AB GHAFFAR (01735A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
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A. PERSONAL DETAILS

UMK JOIN DATE	21-Apr-2019
DATE OF APPOINTMENT FOR CURRENT POSITION	21-Apr-2019
DATE OF CONFIRMATION FOR CURRENT POSITION	25-Jul-2022
EDUCATION(S)	• **(2019) UNIVERSITI PUTRA MALAYSIA** IJAZAH DOKTOR FALSAFAH KESIHATAN AWAM • **(2013) UNIVERSITI KEBANGSAAN MALAYSIA** IJAZAH SARJANA COMMUNITY HEALTH SCIENCE FAMILY HEALTH • **(2009) UNIVERSITI MALAYA** IJAZAH SARJANA MUDA SAINS • **(2004) SM SAINS TENGKU ABDULLAH RAUB PAHANG** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	• Lecturer | Masterskill University College of Health Sciences (MUCH) 02-Nov-2009 - 03-Oct-2012
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AHS3043 - CONSUMER BEHAVIOUR IN HOSPITALITY • AWS3123 - PROMOTION AND HEALTH EDUCATION • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPI40407 - SERVICE QUALITY • HPT20203 - BUSINESS LAW • HPT30103 - RESEARCH METHODOLOGY • HPT40108 - INDUSTRIAL TRAINING • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWP40103 - WELLNESS RESEARCH PROJECT (II) • HWS30304 - BEAUTY TREATMENTS • HWS40103 - CORPORATE RELATIONSHIP IN SPA SECTOR • HWT10103 - INTRODUCTION TO WELLNESS INDUSTRY • HWT10203 - INTRODUCTION TO HUMAN ANATOMY AND PHYSIOLOGY • HWT20103 - FOOD AND NUTRITION PRACTICE • HWT20203 - TRADITIONAL AND COMPLEMENTARY MEDICINE • HWT20303 - HEALTH PROMOTION AND EDUCATION

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Ghaffar, S. F. A., Ahmad G., Ibrahim M., Yussof N.D.M., Muhammad N.H., Musa R., Isa I.I.M.. (2023). Relationship between Parental Emotional Styles and Family Values to Anxiety Level among Primary School Children. Malaysian Journal of Medicine and Health Sciences , Vol. 19(3) , pp. 302 - 309. https://doi.org/10.47836/MJMHS.19.3.39 2. Patwary A.K., Mohd Yusof M.F., Bah Simpong D., Ab Ghaffar S.F., Rahman, M. K.. (2023). Examining proactive pro-environmental behaviour through green inclusive leadership and green human resource management: an empirical investigation among Malaysian hotel employees. Journal of Hospitality and Tourism Insights . https://doi.org/10.1108/JHTI-06-2022-0213 3. Normaizatul Akma Saidi, Siti Fatimah Ab Ghaffar, Yee Sa, Chua, Ezani, Nur Nabila, Abdul Zhani, Nor Shuhada, Ram Singh, Taranjit Kaur. (2022). Relationship between stress and lifestyle with internet addiction among Z generation. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 452-459. 4. Normaizatul Akma, S., Radzi N.A.M., Saidi, Noraida, Siti Fatimah Ab Ghaffar, Hasif Rafidee Hasbollah, Mazne Ibrahim. (2022). Online Learning during Pandemic Covid-19: An Insight from a Rural Area. International Journal Of Education, Psychology And Counselling (IJEPC) , Vol. 7(46) , pp. 707-716. 5. Normaizatul Akma Saidi, Naziatul Aziah Mohd Radzi, Ahmad Fahme Mohd Ali, Siti Fatimah Ab Ghaffar. (2022). Financial Sustainability of Small and Medium Enterprises: A Bibliometric Analysis. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 411 - 434. 6. Siti Nadhirah Mohamad, Hasif Rafidee Hasbollah, Siti Fatimah Ab Ghaffar. (2022). The relationships between service quality, satisfaction, and loyalty of spa customers. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , pp. 297 - 302.
PROCEEDING(S)	1. Anis Faznina Binti Muhamad Safrizan, Raja Muhammad Sufirul Aiman Bin Raja Indera, Nur Nadhirah Binti Mohd Kamal, Rosmalinda Binti Roslan, Siti Fatimah Ab Ghaffar. (2023-12). Relationship Between Traditional Postnatal Care Services Utilization And Emotional Status Among Women. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1936-1945. Faculty of Hospitality, Tourism and Wellness. 2. Nur Amalina Shahera binti Che Abdul Ghani, Nur Ameira binti Mohd Aris, Nurul Ain binti Saad, Siti Hajar binti Yusuf, Siti Fatimah Ab Ghaffar. (2023-12). The association between family values and coping skills toward depression among 3u1i students. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1923-1935. Faculty of Hospitality, Tourism and Wellness. 3. NURUL IZZAH BINTI MOHD YUSOFF, AMIRAH BALQIS BINTI ROSLAN, NURHAIRUNNISA BINTI HAIRUL NIZAM, NURUL ATIKA KHALID, Siti Fatimah Ab Ghaffar. (2023-12). The association between parental emotional styles and emotional problems among preschool children. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1946-1958. Faculty of Hospitality, Tourism and Wellness. 4. Ghaffar, S. F. A., Mohamad Isa, Irma Izani, Saidi, N.A., Yasin, N.H.M., Hasbollah H.R.. (2023). The Benefits of Traditional Postnatal Practices A Narrative Review of Cultural Beliefs vs Scientific Findings. In Lecture Notes in Networks and Systems , pp. 730-743. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08084-5_54 5. Shamsul, Abdul Ghafur, Johari, Nur Syahira, Ahmad, Nurhayati, Bua, Kidsuda, Siti Fatimah Ab Ghaffar. (2022). Factor Associated with Depression among Undergraduate Students in FHPK Programme UMK City Campus Post Covid-19 Pandemic. In E - PROCEEDING HOTWEC 6.0 , pp. 369-378. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan Kampus Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan. 6. Sebastian, Adrian Frederick T, Abd Rahman, Noorshafiqa, Mahazir, Nurul Nasuha, Siti Fatimah Ab Ghaffar. (2022). Factors Associated with Stress among Undergraduate Students in Faculty of Hospitality, Tourism, and Wellness (FHPK), Universiti Malaysia Kelantan (UMK) City Campus Post Pandemic Covid-19. In E - PROCEEDING HOTWEC 6.0 , pp. 359-368. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan Kampus Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan. 7. Saifulnazim, Dalina, Haji Abdullah Alawi, Nurul Husna, Zaidi, Nur Ain Syasya Izzati, Kiply, Ahmad Safari, Siti Fatimah Ab Ghaffar. (2022). Relationship Between Coping Skill and Family Values to Anxiety Level Among Undergraduates FHPK, UMK Students. In E - PROCEEDING HOTWEC 6.0 , pp. 379-390. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan Kampus Kota, Pengkalan Chepa Karung Berkunci 36 16100 Kota Bharu, Kelantan. 8. Siti Fatimah Ab Ghaffar, Busyra Ain Binti Muhammad Bakri, Darshini Nair A/P Vithiananthan, Noor Syahirah Binti Aziz, Nurul Fatihah Binti Taib. (2021-01). Factors that Associated with Depression among Children in Malaysia. , pp. 455-462. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 9. Siti Fatimah Ab Ghaffar, Chan Pui Yee, Hooi Mei Qing, Jannu A/P Subramaniam, Mohamad Ridzuan Bin Zainuddin. (2021-01). Factors That Associated with Wellness Tourism in Malaysia. , pp. 463-471. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 10. Siti Fatimah Ab Ghaffar, Aisyah Humaira Amirudin, Fatin Nabilah Mohd Nordin, Muhammad Hafizul Azim Johari, Nurfatin Kaharudin. (2021-01). Factors Associated with Utilisation of Pap Smear Screening Test Among Women Universiti Malaysia Kelantan (UMK) Staff. , pp. 409-417. 11. Siti Fatimah Ab Ghaffar, Muhamad Kamal Awang, Fatin Najihah Ahmad Bajuri, Anis Ameera Nasha Mohd Hamdi, Mohammad Hafizul Amir Hamzah. (2021-01). Factors Associated with Confinement Care Services Utilization Among Customers of Confinement Care Service in Johor. , pp. 400-408. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 12. Suriadi, Nur Azila, Mohamad Supfiri, Nur Fadwah Syamimi, Ibnu Hajar, Nur Shahira, Ahmad Zaim, Aishah Amni, Siti Fatimah Ab Ghaffar. (2020). Factors Associated With Students` Academic Achievement Among Students of Universiti Malaysia Kelantan Kampus Kota. In 3rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWeC 3.0) , pp. 226-231. https://doi.org/978-967-2229-34-6 13. Ming Soon, Darren Ng, Rosli, Nur Alisa Shahida, Bidin, Siti Hajar, Wen, Tee Chai, Ab Ghaffar, Siti Fatimah. (2020). Nurturing and Managing Talent of Sport Participants Among Students In University Malaysia Kelantan (UMK), Pengkalan Chepa in Kota Bharu, Kelantan.. In 3rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWeC 3.0) , pp. 201-206. 14. Chua Yee Sa, Nur Nabila Ezani, Nor Shuhada Abdul Zhani, Taranjit Kaur Ram Singh, Siti Fatimah Ab Ghaffar. (2020). Factors that are Associated with Internet Addiction Among Generation Z in Malaysia. In Nurturing Hospitality, Tourism and Wellness World , pp. 217-225. 15. Eunice Lim Le Chin, Nurul Natasha Haryadi, Renukhaa Arumugam, Tan Yuen Kwan, Siti Fatimah Ab Ghaffar. (2020). Factors Influencing Health and Life Insurance Consumption Among Johor Citizens. , pp. 207-216. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.

BOOK(S)	1. Nurul Hafizah Mohd Yasin, Ahmad Faezi Bin Ab. Rashid, Siti Fatimah Ab Ghaffar. (2024-10-01). Introduction to Wellness Industry: Exploring Trends, Opportunities, and Strategies. iPro Publication. 2. Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab Rahman, Siti Fatimah Ab Ghaffar. (2022). Food and Nutrition in Practice. iPro Publication. 3. Nurul Hafizah Mohd Yasin, Nor Dalila Marican, Siti Fatimah Ab Ghaffar. (2021). Introduction to Wellness Industry. iPRO Publication.
CHAPTER(S)	1. Siti Fatimah Ab Ghaffar, Mazne Ibrahim, Nur Dalila Yusoff, Nur Hafizah Muhammad, Musa, Ramli, Mohamad Isa, Irma Izani, Masiran, Ruziana. (2025). Validation and Psychometric Properties of Bahasa Malaysia Version on Parent Emotional Style Questionnaire (PESQ). In Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities (pp. 649-658). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_56 2. Nur Haida Che Mat Ariffin, Mohd Afifuddin Mohamad, Siti Fatimah Ab Ghaffar. (2025). Chapter 8 : Stress reduction with exercise. In Wellness Industry Concept and Application (pp. 90-107). UMK Press. 3. Nurul Hafizah Mohd Yasin, Roslizawati Che Aziz, Norsyamlina Binti Che Abdul Rahim, Norsuriani Samsudin, Ahmad Fahme Mohd Ali, Siti Fatimah Ab Ghaffar. (2025). Exploring Challenges in Postnatal Services Among Malaysian Women: Perspective from Postnatal Therapist. In Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities (pp. 691-698). Springer, Cham. https://doi.org/10.1007/978-3-031-71526-6_60 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
OTHER(S)	1. Hushairy, Nurin Suhana, Sulaiman, Nurul Syafika, Roslan,Nur Hayati, Siti Fatimah Ab Ghaffar. (2024-12). Determinants of Customer Satisfaction among Cupping Treatment Customers in Kelantan. 2. Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi, Siti Fatimah Ab Ghaffar. (2022). Cetusan Inovasi Sebagai Pemacu Daya Saing Usahawan. UNIVERSITI TEKNOLOGI MARA CAWANGAN TERENGGANU. 3. Siti Fatimah Ab Ghaffar, Normaizatul Akma Saidi. (2021-09). Emosihat: An Emotion Board Game For Children. Research Management Innovation Centre (RMIC) Deputy Vice Chancellor (Research & Innovation) Office, Universiti Malaysia Kelantan.. 4. Mohd Fadil Mohd Yusof, Siti Salina Saidin, Siti Fatimah Ab Ghaffar, Nur Farihin Abd Hadi Khan, Nurul Hafizah Mohd Yasin. (2021). Islamic Hfittracker: Islamic Health and Fitness Tracker Mobile Application for Healthy Lifestyles.
RESEARCH(S)	1. CONCEPTUAL FRAMEWORK FOR MOTHERS' EMOTIONAL HEALTH SUPPORT IN THE CONTEXT OF POSTNATAL CARE SERVICES SECTOR | HEAD | FRGS | 2022 2. DEVELOPING A FRAMEWORK FOR PROACTIVE PRO-ENVIRONMENTAL BEHAVIOUR AMONG HOTEL EMPLOYEES: MODERATED BY PSYCHOLOGICAL BREACH CONTRACT | MEMBER | UMK-FUND | 2021 3. INVESTIGATING STUDENT'S RESILIENT FACTOR DURING COVID-19 PANDEMIC | MEMBER | UMK-FUND | 2021 4. THE EVALUATION OF FAMILY-BASED PROGRAM IN REDUCING ANXIETY AMONG PRIMARY SCHOOL CHILDREN | HEAD | UMK-FUND | 2020 5. WORK BASED LEARNING PROGRAM EXPERIENCES, SATISFACTION, AND FUTURE CAREERS AMONG HOSPITALITY STUDENTS IN MALAYSIA | MEMBER | UMK-FUND | 2022
SUPERVISION	• **CONCEPTUAL FRAMEWORK FOR CHILDREN'S EMOTIONAL HEALTH SUPPORT IN THE CONTEXT OF PRESCHOOL SERVICE SECTOR:THE ROLE OF PARENTAL EMOTIONAL STYLE** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **EMOTIONAL HEALTH AND TRADITIONAL POSTNATAL CARE UTILIZATION AMONG POSTPARTUM MOTHERS IN KELANTAN.** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **TAHAP KUALITI PRODUK KESIHATAN, KAJIAN DI KOTA BHARU,KELANTAN** | CO SUPERVISOR FOR A MASTER'S STUDENT • **TAHAP KUALITI PRODUK KESIHATAN, KAJIAN DI KOTA BHARU,KELANTAN** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **UNVEILING BLISS, EXPLORING THE IMPACT OF MEMORABLE WELLNESS TOURISM EXPERIENCES ON MALAYSIAN TOURIST SUBJECTIVE WELL-BEING"** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
	• Product Name: MEZCLA DE SCRUB Award: GOLD Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 4.0) 2022 • Product Name: DEVELOPMENT OF INTERACTIVE HEALTHY EATING KITS (IHEKs): A PRACTICAL TOOLS FOR PROMOTING HEALTHY EATING PRACTICE Award: GOLD Role: Member Exhibition Name: International Teaching and Learning Innovation Carnival (iTeLIC) 2023 • Product Name: PROJEK PENYELIDIKAN KESEJAHTERAAN 2 (PPTA 2)_GROUP W33 Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 2022 (HoTWeC 7.0)

RESEARCH AWARD (S)	• Product Name: PROJEK PENYELIDIKAN KESEJAHTERAAN 2 (PPTA 2)_GROUP W32 Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 2022 (HoTWeC 7.0) • Product Name: PROJEK PENYELIDIKAN KESEJAHTERAAN 2 (PPTA 2)_GROUP W34 Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 2022 (HoTWeC 7.0) • Product Name: T-MaPoWeR: TRADITIONAL MALAY POSTNATAL WELLNESS RESORT Award: SILVER Role: Head Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: HEALTHY CHIPS Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) 2021 • Product Name: HEALTH CHIP Award: SILVER Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION • Product Name: DEVELOPMENT OF INTERACTIVE HEALTHY EATING KITS (IHEKS): A PRACTICAL TOOLS FOR PROMOTING HEALTHY EATING PRACTICE Award: BRONZE Role: Member Exhibition Name: International University Carnival On E-Learning (IUCEL 2023) • Product Name: HEALTHY FRUITY ICE CUBE Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION & EXHIBITION (BIE 5.0) • Product Name: KU MIRACLE Award: BRONZE Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0) • Product Name: EMOSIHAT: An Emotion Board Game for Children Award: BRONZE Role: Head Exhibition Name: KNOVASI KONGRESS DAN PERTANDINGAN INOVASI DALAM PENGAJARAN DAN PEMBELAJARAN 2022 • Product Name: ISLAMIC HFITTRACKER: ISLAMIC HEALTH AND FITNESS TRACKER MOBILE APPLICATION FOR HEALTHY LIFESTYLES Award: BRONZE Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION • Product Name: HEALTHY CHOCOJAR Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) 2021 • Product Name: PROJEK PENYELIDIKAN KESEJAHTERAAN 2 (PPTA 2)_GROUP W01 Award: BRONZE Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 2021 (HoTWeC 5.0) • Product Name: CINNAMON CANDLE Award: BRONZE Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0) • Product Name: PROJEK PENYELIDIKAN KESEJAHTERAAN 2 (PPTA 2)_GROUP W28 Award: BRONZE Role: Head Exhibition Name: Hospitality, Tourism and Wellness Colloquium 2021 (HoTWeC 5.0) • Product Name: EMOSIHAT: AN EMOTION BOARD GAME FOR CHILDREN Award: BRONZE Role: Head Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION

D. CONSULTATION

CONSULTATION(S)	1. KURSUS PROFESIONAL ESTETIK KPT-CAP | HEAD | 2020 2. KURSUS CERTIFICATE OF COMPLETION IN WELLNESS OPERATIONS | MEMBER | 2020 3. PERUNDING LATIHAN | HEAD | 2021

E. COMMUNITY SERVICES

COMMUNITY SERVICES	