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A. PERSONAL DETAILS

UMK JOIN DATE	01-Jan-2020
DATE OF APPOINTMENT FOR CURRENT POSITION	27-Apr-2021
DATE OF CONFIRMATION FOR CURRENT POSITION	08-Jan-2023
EDUCATION(S)	• **(2018) UNIVERSITI TEKNOLOGI MARA** IJAZAH DOKTOR FALSAFAH PENGURUSAN PERNIAGAAN KEWANGAN • **(2010) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA PENGURUSAN PERNIAGAAN • **(1994) SEKOLAH TINGGI SEGAMAT JOHOR** SPM
GROUP OF EXPERTISE	• Financial Management (F0711060107) • Financial Management (F0711060107)
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) Tahun 2023 (2024)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• Business Development Representative | OSK-UOB Unit Trust Management Berhad 01-Jan-2000 - 01-Feb-2001 • Marketing Executive | Astromax Sdn. Bhd 01-Feb-2001 - 01-Apr-2002 • Mortgage Sales Executive | Price Solution Sdn BhdWhole subsidiary od Standard Chartered Holdings 01-May-2002 - 01-Mar-2003 • Account and Administrative Executive | Pembinaan De' Bali Sdn Bhd 01-May-2003 - 01-Apr-2004 • Tutor | Kolej Pusat Teknologi dan Pengurusan Lanjutan (PTPL) 01-Apr-2004 - 01-Jul-2007 • Finance Manager | Monizone Resources Sdn Bhd 01-Jan-2013 - 30-Mar-2019 • Part-Time Lecturer | International Islamic University Malaysia 01-Sep-2014 - 01-Jan-2015 • Part-Time Lecturer | Universiti Teknologi MARA 01-Jun-2016 - 01-Oct-2016
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

	• APT4098 - PRACTICAL TRAINING • HFT10103 - FUNDAMENTAL OF MANAGEMENT • HFT20103 - ORGANIZATIONAL BEHAVIOR

COURSES TAUGHT	• HFT20203 - BUSINESS STATISTICS • HFT20303 - FINANCIAL MANAGEMENT • HGS60204 - YIELD MANAGEMENT IN HOSPITALITY AND TOURISM • HPT40108 - INDUSTRIAL TRAINING • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWP40103 - WELLNESS RESEARCH PROJECT (II) • HWS40103 - CORPORATE RELATIONSHIP IN SPA SECTOR

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Rasheed, S., Adeneye, Y., Kosnin, R.. (2023). Sovereign wealth fund investments and financial performance of target firms: The disciplinary role of debt in political agenda theory. Heliyon , Vol. 9(5) , pp. 1-16. https://doi.org/10.1016/j.heliyon.2023.e15519 2. Ali A.F.M., Radzi N.A.M., Kosnin, R., Hassan, S., Saidin, S. S.. (2021-05). Estimating Expenditure Pattern and Permanent Income Hypothesis: Evidence from Kelantan Malaysia. Jurnal Ekonomi Malaysia , Vol. 55(2) , pp. 39-49. https://doi.org/10.17576/JEM-2021-5502-4 3. Handayani B., Reyes-Escalante, AY, Kosnin, R, Simpong, DB. (2021-02). THE PRESENTATION OF INDONESIA'S TRADITIONAL DANCES A STUDY OF TARI SAMAN (ACEH) AND TARI KECAK (BALI). TURISMO-ESTUDOS E PRATICAS . 4. Ali A.F.M., Amir Zal, W. A., Ghazali N.,, Kosnin, R, Radzi N.A.M.. (2021). WAQF AS A MEDIUM FOR COMMUNITY DEVELOPMENT: A REVIEW ON LITERATURE FROM 2010 TO 2020. Library Philosophy and Practice , Vol. 2021 , pp. 1 - 13. 5. Fadhilahanim Aryani Abdullah, Kosnin, R. (2022). Innovation capability among tourism SMEs in Kelantan. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) 2022 , Vol. 14(1) , pp. 164-174. 6. 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. 7. Roslizawati Che Aziz, Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Fadhilahanim Aryani Abdullah, Siti Salina Saidin, Norsyuhada Zulkefil, Nurzehan Abu Bakar. (2021). Student Motivation in Outdoor Recreation Engagement: Examining the Validity and Reliability of the measuring Instruments. Journal of Contemporary Issues in Business and Government , Vol. 27(2) , pp. 4723-4731.
PROCEEDING(S)	1. Norizan Musa, Ruzanifah Kosnin, Norsuriani Samsudin, Nor Dalila Marican. (2024-12). E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (HoTWeC 8.0 2024) - Wellness. In E-Proceeding Hospitalitity, Tourism and Wellness Colloquium 8.0 (HoTWeC 8.0_ 2024) , pp. 1-224. UMK Press. 2. Ruzanifah Kosnin, Raja Norliana Raja Omar, Roslizawati Che Aziz, Nor Syuhada Zulkefli, Abdullah Muhamed Yusoff, Ahmad Fahme Mohd Ali. (2024). The Implementation of Future, Apprenticeship, Competence and Employee (Industry FACE) in Innovative Curriculum. In INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL 2024) X KONGRES DAN PERTANDINGAN INOVASI PENGAJARAN & PEMBELAJARAN UKM (kNOVASI 2024) , pp. 99-102. Pusat Pengajaran & Pembangunan Kurikulum (Pengajaran-UKM). 3. Ruzanifah Kosnin, Kartiyani, Ganesan, Nur Farihin, Mat Rashid, Masdiana Nazirah, Masdi, Siti Hasnira, Saudin. (2024). The Relationship Between Occupational Stressors and Teacher¿s Mental Well-Being in Malaysia. In Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 35 - 44. UMK PRESS. 4. ROSLIZAWATI CHE AZIZ, RAJA OMAR, RAJA NORLIANA, Ruzanifah Kosnin. (2024). Artificial Intelligent (AI) in health and wellness industry: Benefits and Challenges. In e-PROCEEDING GLOBAL WELLNESS CONFERENCE (GLOW 2024) , pp. 1 - 7. UMK Press. 5. Ruzanifah Kosnin, Noor Karina, Azri Azmi, Nurfarah Azwani, Mohd Anuari, Nur Syahirah, Rusli, Monica, Lawai. (2024). Stressors and Mental Well-Being of Students at the Universiti Malaysia Kelantan. In Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 26 - 34. UMK PRESS. 6. Ruzanifah Kosnin, Adeneye Yusuf Babatunde. (2024). Enhancing Financial Literacy SMEs Through Knowledge Transfer. In SULAM Innovate, Showcase and Symposium (SUISS 2024) , pp. 29 - 35. UMK PRESS. 7. Nabila Irdina, Zambahari, Nurafiqah, Zolkifli, Nurin Nadhrah, Faizun, Nur Syabila, Mamat, Muhammad Amirul Ikhmal, Abdul Hadi, Nur Syifa, Razali, Mohammad Syamri, Yacob, Azamuddin, Rahim, Nur Aina Farzana, Ahmad Tajudin, Nur Farah Izzati, Mokhtar, Nur Habibah Irdina, Musa, Ruzanifah Kosnin. (2024). Island Harmony: Empowering Pulau Suri through Volunteerism. , pp. 63 - 67. UMK PRESS. 8. Afif Ahza Zainudin, Fatin Nor Nazira Che Seman, Noor Asilah Hussin, Noor Syamimi Zulkefli, Ruzanifah Kosnin. (2023). Motivational Factors to Consume Organic Food Products among University Students¿ in Kelantan. In Hospitality, Tourism & Wellness Colloquium 2023 (HoTWeC 7.0) , pp. 1595 - 1609. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 9. Nik Muhammad Safwan Salman, Norshazani M Hanafi, Ivy Khoo A/P Eh Sau, Chong Kah Jie, Ruzanifah Kosnin. (2022). The Influence of Travelling Lifestyles on Travel Intention Among Youth in Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 844-855. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UMK. 10. Faizah Binti Dumit, Faizah Binti Mohd Nasir, Jackquline Lya Anak Engun, Izzat Zul Amin Bin Mohamad, Ruzanifah Kosnin. (2022). The Determinant Factors to Visit Heritage Tourism Site among Youths in Kelantan. In E-PROCEEDING HoTWeC 6.0 , pp. 868 - 877. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UMK. 11. Chong Jia Yee, Eylia Maisarah Hasan, Emdah Laila Fitriani Daim, Khairul Azmin Azizan, Ruzanifah Kosnin. (2022). Motivating Factors to Visit Ecotourism Destinations among Tourists. In E-PROCEEDING HoTWeC 6.0 , pp. 856-867. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UMK. 12. Izzati Razlee, Khalida Najihah Johan, Lua Wei Ching, Mohamad Syahfik Salleh, Ruzanifah Kosnin. (2022). Awareness of Food Heritage Among University Students. In E-PROCEEDING HoTWeC 6.0 , pp. 834 - 843. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UMK. 13. Noraisa Umar Ali, Nur Afiqah Mohd Pauzi, Nur Hidayah Ramli, Ruzanifah Kosnin. (2021). Factors That Attract Local Tourists to Visit Kelantan. In Hospitality, Tourism & Wellness Colloquium 4.0 (HOTWEC 4.0) , pp. 258 - 266. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UMK.

	14. Muzhaffar Mahazir, Nor Azwani Che Hasim, Nursushahira Md Ali, Siti Nur Ayunni Jaafar, Ruzanifah Kosnin. (2021). Motivation That Triggers Adventure Tourism Participation Among Youths in Malaysia. In HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM 2020 (HoTWeC 4.0) , pp. 297-307. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UMK. 15. Ruzanifah Kosnin, Leng, Soo Ai, Yaman, Norshahida, Ramly, Nur Alyanis, Md Salleh, Nuraini. (2021). Factors that Motivate Students at Universiti Malaysia Kelantan to Participate in Cultural and Heritage Tourism. In 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021) , pp. 67-74. ACADEMIC INSPIRED NETWORK. 16. Ruzanifah binti Kosnin, Saidin, S. S., Ahmad Fahme Mohd Ali, Nur Athirah Sumardi, Hassan, Suchi. (2021). Stressors and Integrative Coping Approach to Maintain Mental Wellbeing Among Hotel Employees in Malaysia During Covid-19 Pandemic. In 1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021) , pp. 171-178. 17. Ruzanifah Kosnin, Siti Salina Saidin, Suchi Hassan, Ahmad Fahme Mohd Ali, Naziatul Aziah Mohd Radzi. (2021). Learning Financial Management Using Jamboard, Calculation and Model Will No Longer Be Bored. In THE INTERNATIONAL UNIVERSITY CARNIVAL ON e-LEARNING (IUCEL) 2021 , pp. 237-239. Pusat Pengajaran Pembelajaran Universiti (UTLC).
BOOK(S)	1. Shah Iskandar Fahmie Ramlee, Ahmad Fahme Mohd Ali, Nurul Azwa Mohamed Khadri, Ruzanifah Kosnin, Hasannuddiin Hassan. (2025-12). E-Proceeding Sulam Innovate, Showcase and Symposium (SUISS 2025) - Sulam Project Concept & Sulam Project. Umk Press. 2. Ruzanifah Kosnin, Fakhitah Ridzuan, Nor Syuhada Zulkefli, Norsyamlina Che Abdul Rahim, Noorul Huda Mohd Razali. (2024-12-11). e-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024) - Community Project. UMK Press. 3. Ruzanifah Kosnin, Nor Hayati Samba Mohamed. (2023). Transformasi karakter A-Z graduan menjadi usahawan Berjaya. UMK Press.
CHAPTER(S)	1. Adeneye Yusuf Babatunde, Ruzanifah Kosnin, Normaizatul Akma Saidi, Muhamad Nasyat Muhamad Nasir. (2025-12). Chapter 12: Determinants of Financing Structure of Recreational and Sporting Firms. In Wellness Industry Concept and Application (pp. 148-171). UMK Press. 2. 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 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 3. Mohamed, Nor Hayati Samba, Ruzanifah Kosnin, Roslizawati Che Aziz, Ahmad Fahme Mohd Ali, Rahman, Mohd Safian Abdul, Siti Afiqah Zainuddin, Suriyanti, Linda Hetri. (2025). Application of Management Control System by Lembaga Zakat Selangor for Asnaf Entrepreneurship Program. In Studies in Systems, Decision and Control (pp. 347 - 357). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_33 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. 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 6. Kosnin, R., Sumardi, Nur Athirah, Jafarudin, Noor Nabila, Saidin, S. S., Ali A.F.M.. (2024). Stressors and Mental Well-Being Among Hospitality Employees During COVID-19 Pandemic. In Studies in Systems, Decision and Control (pp. 913 - 923). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_78 7. Ruzanifah Kosnin. (2023). Bab 4 : C-Cermat. In Transformasi karakter A-Z graduan menjadi usahawan Berjaya (pp. 26-31). UMK Press. 8. Ruzanifah Kosnin. (2023). Bab 1 : Pendahuluan: Transformasi karakter A-Z graduan menjadi usahawan berjaya. In Transformasi karakter A-Z graduan menjadi usahawan Berjaya (pp. 11-14). UMK Press. 9. Hassan H., Aziz, R.C., Yasin, N.H.M., Zainuddin, S. A., Kosnin, R., Hassan, S., Halim M.H.A.. (2023). Factors of Islamic City Image in Kota Bharu Islamic City Through View of Visitors at Kelantan, Malaysia. In Contributions to Management Science (pp. 603-611). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_55 10. Ruzanifah Kosnin. (2023). Bab 7 : F- Fokus. In Transformasi karakter A-Z graduan menjadi usahawan Berjaya (pp. 42-46). UMK Press. 11. Ruzanifah Kosnin, Siti Salina Saidin, Suchi Hassan, Ahmad Fahme Mohd Ali, Naziatul Aziah Mohd Radzi. (2021). Chapter 16: Virtual whiteboard using jamboard: financial management calculation will no longer be bored. In Synchronous@real-time online interaction (pp. 101-108). UMK Press. 12. Zaimatul Awang, Nik Alif Amri Nik Hashim, BAH SIMPONG, DERWEANNA, Mohd Ashraf Kamarul Zaman, Mursyda Mahshar, Khairun Najihah Sabri, NUR IZZATI MOHAMAD ANUAR, Ruzanifah binti Kosnin. (2020). The Tourist Perceived Risk towards Travel Intention. In Insights into Economics and Management (pp. 125 - 133). Book Publisher International. https://doi.org/10.9734/bpi/ieam/v5
	1. Zuraimi Abdul Aziz, Burhan Che Daud, Nik Yusri Musa, Hazriah Hasan, Nik Syuhailah Nik Hussin, Suhaila Abdul Kadir, Nurhaiza Nordin, Nurnaddia Nordin, Norsyamlina Che Abdul Rahim, Ruzanifah Kosnin, Nordiana Ab Jabar, Suraya Sukri, Mardhiah Kamaruddin, Tan, Wai Hong, Wan Yusoff Wan Shaharuddin, Marwan Bin Ismail, Noor Hisham Md Nawi, Nik Ahmad Farhan Azim @ Nik Azim, Rosli, Mohd Hafiz, Husin, Fitriyah, Azahari, Nur Asyikah, Mohd Azalan, Mohd Faisal, Shah Rum, Faidzah, Rool Ismail, Mohd Kamal, Saluddin, Ahmad Saiful. (2026). Pelan Strategik Universiti Malaysia Kelantan 2026-2030 (UMK30). Penerbitan Korporat UMK.

OTHER(S)	2. Normaizatul Akma Saidi, Nursalihah Ahmad Raston, Suchi Hassan, Ruzanifah Kosnin. (2026). Usahawan Mikro dan Burnout: Ancaman Senyap Kepada Kelangsungan Perniagaan. UiTM Cawangan Terengganu. 3. 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. 4. Ruzanifah Kosnin, Izzah Insyirah, Zaidi, Nur Fatin Najwa, Mohamad Azizi, Hanani Rajihah, Radzuan, Nursuhaida, Ibrahim. (2024). Coping Strategies and Mental Well-Being Among Lecturers at the Universiti Malaysia Kelantan. UMK PRESS. 5. Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Siti Salina Saidin. (2022-12). Kelantan Arts and Islamic Tourism. 6. Ruzanifah Kosnin, Mohamed, Nor Hayati Samba. (2022-05). Hijrah Dan Rahsia Usahawan Berjaya Siri 5: Ayuh para usahawan! Perkasakan diri dan perniagaan anda. Jom amalkan ¿A-Z". Universiti Teknologi MARA. 7. Nor Diyana Mustapa, Razli Che Razak, Nik Maheran Nik Muhammad, Hasnita Che Harun, Noorul Azwin Md Nasir, Nik Nur Azwanida Zakaria, Rosazura Safian, Nur Hafiza Tengku Mohd Zahid, Tuan Norhaslan Tuan Seman, Suria Baba, Anuar Mohd Yusof, Zuraimi Abdul Aziz, Tan Tse Guan, Norrimi Rosaida Awang, Ahmad Azaini Abdul Manaf, Nik Yusri Musa, Roslizawati Che Aziz, Marwan Ismail, Choong Siew Shean, Ruzanifah Kosnin, Ainihayati Abdul Rahim, Wan Ab Aziz Wan Daud, Ahmad Fahme Mohd Ali, Ruhil Hayati Hamdan, Sarizam Mamat, Noor Janatun Naim Jemali, Suhaila Abdul Kadir, Marinah Muhammad, Norhafizah Md. Zain, Nor Dalila Marican, Hadhrami Ab Ghani, Mohd Azri Mohd Jain Nordin, Nur Hafezah Hussein, Norsalihah Ahmad Raston, Nur Marina Mustafa. (2022). Garis Panduan Pembangunan Program Akademik (GPPPA), UMK. Pusat Pengurusan Kualiti Universiti (PPQ), UMK. 8. Ruzanifah Kosnin, Fadhilahanim Aryani Abdullah, Aina Mawaddah Hamdani, Diveiga Poobalan, Fatin Nurliyana Mohd Rosley, Izzati Razlee, Khalida Najihah Johan, Norshazani M Hanafi, Nur hanis Mohd Nasir, Nurin Rasyidah Rosli,, Siti Syazwina Abdul Hamid. (2021-09). 3 Layers Kampung Scented Candle. 9. 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. 10. Ruzanifah Kosnin, Mohamed, Nor Hayati Samba. (2021-04-20). Fokus dan Gigih: Rahsia Usahawan Berjaya. Universiti Teknologi MARA. 11. Ruzanifah Kosnin, Siti Salina Saidin, Suchi Hassan, Ahmad Fahme Mohd Ali, Naziatul Aziah Mohd Radzi. (2021). Jamboard in Financial Management: Engaged and Enhanced Student's Performance. 12. Kosnin, Ruzanifah. (2020-09-01). Kelantan Arts Requirement of Rebranding and Refining. Perbadanan Menteri Besar Kelantan. 13. Nor Hayati Samba Binti Mohamed, Ruzanifah binti Kosnin. (2020). Ayuh Para Usahawan! Perkasakan Diri Dan Perniagaan Anda. Jom Amalkan Prinsip ¿E¿ (Bahagian 3).
RESEARCH(S)	1. ASSESSING STANDARD OPERATING PROCEDURE (SOP) COMPLIANCE AS A NEW NORM AMONG HOMESTAY OPERATORS IN THE STATE OF KELANTAN | MEMBER | UMK-FUND | 2020 2. ASSESSING STANDARD OPERATING PROCEDURE (SOP) COMPLIANCE AS A NEW NORM AMONG HOMESTAY OPERATORS IN THE STATE OF KELANTAN | MEMBER | UMK-FUND | 2021 3. ASSESSMENT OF UMRAH AND HAJJ PILGRIMAGE WELLBEING DURING COVID-19 PANDEMIC | HEAD | UMK-FUND | 2020 4. ASSESSMENT OF UMRAH AND HAJJ PILGRIMAGE WELLBEING DURING COVID-19 PANDEMIC | HEAD | UMK-FUND | 2021 5. ESG RATINGS, TOURISM RISK AND FIRM VALUE | MEMBER | UMK-FUND | 2021 6. KONSORTIUM KECEMERLANGAN PENYELIDIKAN 2020 | MEMBER | MOF | 2020 7. MEASURING THE IMPACT OF 'BENEFIDONORS' IN ISLAMIC SOCIAL FINANCIAL ECOSYSTEM UTILISING THE DIGITAL PLATFORM IN ENHANCING THE COMMUNITY DEVELOPMENT | MEMBER | MOF | 2021 8. PROGRAM PERUSAHAAN SOSIAL EKOPELANCONGAN DI KAMPUNG GUNONG RENG, JELI | MEMBER | UMK-FUND | 2020 9. PROGRAM PERUSAHAAN SOSIAL EKOPELANCONGAN DI KAMPUNG GUNONG RENG, JELI | MEMBER | APPGM-SDG | 2020 10. PROGRAM PERUSAHAAN SOSIAL EKOPELANCONGAN DI KAMPUNG GUNONG RENG, JELI | MEMBER | MOF | 2021 11. STRESSORS AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL SECTOR EMPLOYEES DURING COVID19 PANDEMIC | HEAD | FRGS | 2021 12. STRESSORS AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL SECTOR EMPLOYEES DURING COVID19 PANDEMIC | HEAD | FRGS | 2023 13. SYNERGIZING WAQF ECOSYSTEM IN MALAYSIA ISLAMIC SOCIAL FINANCE: MEASURING THE IMPACT OF BENIFIDONORS UTILISING THE DIGITAL PLATFORM IN ENHANCING SUSTAINABLE COMMUNITY DEVELOPMENT | MEMBER | MOF | 2023
SUPERVISION	• **ASSESSING THE EFFECT OF SERVICE QUALITY AND PERCEIVED VALUE ON CUSTOMERS SATISFACTION AND CUSTOMERS LOYALTY IN THE TRAVEL AGENCY** | CO SUPERVISOR FOR A PHD'S STUDENT • **Adoption Of Digital Finance Among Homestay Entrepreneurs In East Cost Malaysia Based On The Diffusion Of Innovation Theory** | CO SUPERVISOR FOR A MASTER'S STUDENT • **Adoption Of Digital Finance Among Homestay Entrepreneurs In East Cost Malaysia Based On The Diffusion Of Innovation Theory** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **STRESSORS AND INTEGRATIVE COPING STRATEGIES TO MAINTAIN MENTAL WELL BEING AMONG HOTEL SECTORS EMPLOYEES IN EAST COAST MALAYSIA** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
	• Product Name: Motivational Factors to Consume Organic Food Products Among University Students¿ in Kelantan Award: GOLD

RESEARCH AWARD (S)	Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HoTWeC 7.0) • Product Name: 3 LAYERS KAMPUNG SCENTED CANDLES Award: GOLD Role: Head Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION: VIRTUAL INTERNATIONAL EDITION (CRI 2021) • Product Name: Motivating Factors o Visit Ecotourism Destinations Among Tourists Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HoTWeC 6.0) • Product Name: EARTH'S ESSENTIAL HAIR OIL Award: GOLD Role: Head Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION (CRI 2022) SPECIAL EDITION • Product Name: PAPER PRESENTATION: FACTORS THAT MOTIVATE STUDENTS AT UNIVERSITI MALAYSIA KELANTAN TO PARTICIPATE IN CULTURAL AND HERITAGE TOURISM Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: EARTH'S ESSENTIAL HAIR OIL Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 4.0) 2022 • Product Name: The Influence Of Travelling Lifestyles On Travel intention Among Youth In Malaysia Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HoTWeC 6.0) • Product Name: The Determinant Factors to Visit Heritage Tourism Site Among Youths In Kelantan Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HoTWeC 6.0) • Product Name: JAMBOARD IN FINANCIAL MANAGEMENT: ENGAGED AND ENHANCED STUDENT¿S PERFORMANCE Award: SILVER Role: Head Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION: VIRTUAL INTERNATIONAL EDITION (CRI 2021) • Product Name: LEARNING FINANCIAL MANAGEMENT USING JAMBOARD, CALCULATION AND MODEL WILL NO LONGER BE BORED Award: SILVER Role: Head Exhibition Name: INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) 2021 • Product Name: Wortel Donut Award: SILVER Role: Member Exhibition Name: INTERNATIONAL RESEARCH & INNOVATION COMPETITION (INARIC 2023) • Product Name: 3 LAYERS OF KAMPUNG SCENTS CANDLE Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEUR EXHIBITION (BIE 2.0) 2021 • Product Name: PAPER PRESENTATION: MOTIVATION TO PARTICIPATE IN ECOTOURISM DURING COVID-19 PANDEMIC Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: Wortel Donut Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 5.0) 2023 • Product Name: Determinants of Consumers Purchase Intention Towards Organic Beauty Products Among Women in Malaysia Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HoTWeC 7.0) • Product Name: Tapai Ubi Frozen Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 5.0) 2023 • Product Name: Awareness Of Food Heritage Among University Students Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium (HoTWeC 6.0) • Product Name: KLIK TRAVEL.COM (WEBSITE) Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 4.0) 2022

D. CONSULTATION

CONSULTATION(S)	1. PERUNDING KEWANGAN SYARIKAT MONIZONE ACADEMY | HEAD | 2020 2. KUMPULAN PERUNDING PROJEK PEMBANGUNAN PRODUK EKOPELANCONGAN JAJAHAN JELI KELANTAN | MEMBER | 2021 3. PERUNDING KEWANGAN BAGI MONIZONE ACADEMY TAHUN 2021/2022 | HEAD | 2021 4. RUMAH TAMU MASJID BANDAR JELI DAN KHIDMAT KOMUNITI | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	