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## A. PERSONAL DETAILS

UMK JOIN DATE	24-Feb-2020
DATE OF APPOINTMENT FOR CURRENT POSITION	24-Feb-2021
DATE OF CONFIRMATION FOR CURRENT POSITION	08-Jan-2023
EDUCATION(S)	<ul style="list-style-type: none"><li>• <b>( ) LEMBAGA TEKNOLOGIS MALAYSIA</b> PROFESIONAL</li><li>• <b>(2019) UNIVERSITI SAINS MALAYSIA</b> IJAZAH DOKTOR FALSAFAH TEKNOLOGI MAKLUMAT PERNIAGAAN</li><li>• <b>(2012) UNIVERSITI TEKNOLOGI MARA</b> IJAZAH SARJANA PENTADBIRAN PERNIAGAAN</li><li>• <b>(2005) UNIVERSITI SAINS MALAYSIA</b> IJAZAH SARJANA MUDA SAINS KOMPUTER</li><li>• <b>(2000) MAKTAB RENDAH SAINS MARA LANGKAWI</b> SPM</li></ul>
GROUP OF EXPERTISE	<ul style="list-style-type: none"><li>• Information, Computer and Communication Technology</li><li>• Other Artificial Intelligence n.e.c.</li><li>• Other Information, Computer and Communication Technology (ICT) n.e.c.</li><li>• Other Social Sciences n.e.c.</li></ul>
AWARD(S)	<ul style="list-style-type: none"><li>• Award Name: <b>Anugerah Perkhidmatan Cemerlang (APC) Tahun 2021 (2022)</b> Awarded by: Universiti Malaysia Kelantan</li></ul>
WORKING EXPERIENCE(S)	
PROFESIONAL MEMBERSHIP(S)	<ul style="list-style-type: none"><li>• LEMBAGA TEKNOLOGIS MALAYSIA   MEMBER   NATIONAL 19-Feb-2025-19-Feb-2026</li><li>• LEMBAGA TEKNOLOGIS MALAYSIA   MEMBER   NATIONAL 19-Feb-2024-19-Feb-2025</li><li>• LEMBAGA TEKNOLOGIS MALAYSIA   MEMBER   NATIONAL 19-Feb-2026-19-Feb-2027</li></ul>

## B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	<ul style="list-style-type: none"><li>• GST7064 - BUSINESS INTELLIGENCE AND APPLICATIONS</li><li>• HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP)</li><li>• HPI40207 - SYSTEM APPLICATION</li><li>• HPI40407 - SERVICE QUALITY</li><li>• HPT20303 - TECHNOLOGY AND INFORMATION IN BUSINESS</li><li>• HPT30303 - PRODUCT INNOVATION</li><li>• HPT40108 - INDUSTRIAL TRAINING</li><li>• HTP30102 - TOURISM RESEARCH PROJECT (I)</li><li>• HTP40103 - TOURISM RESEARCH PROJECT (II)</li></ul>
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## C. RESEARCH AND DEVELOPMENT

<p><b>JOURNAL(S)</b></p>	<ol style="list-style-type: none"> <li>1. 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.. <i>International Journal of Research and Innovation in Social Science (IJRISS)</i> , Vol. IX(VIII) , pp. 1194-1207.</li> <li>2. Sia, Phoebe Yueng-Hee, Saidin, S. S., Iskandar, Yulita Hanum P.. (2023). Systematic review of mobile travel apps and their smart features and challenges. <i>Journal of Hospitality and Tourism Insights</i> , Vol. 6(5) , pp. 2115-2138. <a href="https://doi.org/10.1108/JHTI-02-2022-0087">https://doi.org/10.1108/JHTI-02-2022-0087</a></li> <li>3. Sia, Phoebe Yueng-Hee, Saidin, S. S., Iskandar, Yulita Hanum P.. (2023). Smart mobile tourism app featuring augmented reality and big data analytics: an empirical analysis using UTAUT2 and PCT models. <i>Journal of Science and Technology Policy Management</i> . <a href="https://doi.org/10.1108/JSTPM-05-2022-0088">https://doi.org/10.1108/JSTPM-05-2022-0088</a></li> <li>4. Nurzehan Abu Bakar, Hassnah Wee, Siti Salina Saidin, Mohd Hafiz Hanafiah. (2023). Re-participating in Running Events : The Subjectivity of Runners, Experience Economy Realms. <i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> , Vol. 12(3) , pp. 1-18.</li> <li>5. 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. <i>Jurnal Ekonomi Malaysia</i> , Vol. 55(2) , pp. 39-49. <a href="https://doi.org/10.17576/JEM-2021-5502-4">https://doi.org/10.17576/JEM-2021-5502-4</a></li> <li>6. Roslizawati Che Aziz, Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Fadhilahani 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. <i>Journal of Contemporary Issues in Business and Government</i> , Vol. 27(2) , pp. 4723-4731.</li> </ol>
<p><b>PROCEEDING(S)</b></p>	<ol style="list-style-type: none"> <li>1. 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 <i>Lecture Notes in Networks and Systems</i> , pp. 815-823. Springer Science and Business Media Deutschland GmbH. <a href="https://doi.org/10.1007/978-3-031-26956-1_76">https://doi.org/10.1007/978-3-031-26956-1_76</a></li> <li>2. Muhammad Ariff Syakir Hairol, Muhammad Ashrof Ridhuan Mazemi, Muhammad Azam Ezaidi Marzuki, Muhammad Fairul Daniel Izhar, Siti Salina Saidin. (2023). Factor That Builds Youth's Intention to Do Adventure Tourism in Kelantan. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 731-743. Faculty of Hospitality, Tourism and Wellness.</li> <li>3. Muhammad Faiz Akif Bin Fairus, Muhammad Faiz Fitri Bin Abdul Rahim, Muhammad Fakhri Bin Norazman, Muhammad Fakhruddin Bin Che Khalid, Siti Salina Saidin. (2023). Factors influencing intention to use smart mobile apps among local traveler in East Coast Malaysia. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 744-758. Faculty of Hospitality, Tourism and Wellness.</li> <li>4. Muhammad Hisham Mohd Nawawi, Muhammad Aizat Mohamad Sayoti, Muhammad Amir Izzat Mohd Sharif, Muhammad Ammar Mohd Arifin, Siti Salina Saidin. (2023). Factor influencing tourist satisfaction while traveling among students at Universiti Malaysia Kelantan. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 692-708. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan.</li> <li>5. Muhammad Ammirul Harith Nawawi, Muhammad Aqil Abd Rahman, Muhammad Arif Hakimi Abdullah, Muhammad Ariff Baharudin, Siti Salina Saidin. (2023). Factors Determining Young Tourists, Intention To Use Smart Tourism Technology In Kelantan.. In <i>Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness</i> , pp. 709-730. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan.</li> <li>6. 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 <i>International Borneo Innovation Exhibition and Competition</i> , pp. 523-525. UNIT PENGANTARABNAGSAAN POLITEKNIK KOTA KINABALU.</li> <li>7. Nik Marziyatul Alia Mat, Muhammad Rafiuddin Zamil, Nashuha Misman, Norhasliza Abdul Rabi, Siti Salina Saidin. (2022). Tourists, Awareness among Malaysian Towards COVID-19 Pandemic in Langkawi. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 1058-1067.</li> <li>8. Nur Aida, Nur Aina Aqira, Nur Aindatul Adabieyah, Muhammad Noor Aiman, Siti Salina Saidin. (2022). Factors Influencing Adventure Travel Intention Among Millennials in Kelantan. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 1068-1076. FHPK, UMK.</li> <li>9. Muhammad Saiful Amirul Shahrul Nizam, Nur Alifah Ilyana Muhamad Zahid, Nur Alyaa Maisarah Hamdan, Nur Amirah Zainal, Siti Salina Saidin. (2022). Tourists, Satisfaction Towards Airport Self-Service Technology: A Study in Kelantan. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 1077-1085.</li> <li>10. Muhammad Syamil bin Saidin, Nabilah Abdul Latif,, Naqilah Muhammad Nawel, Nur Aisyah Azam,, Siti Salina Saidin. (2022). Intention to Adopt Mapping Applications Among Tourists in Malaysia. In <i>E-PROCEEDING HoTWec 6.0</i> , pp. 1086-1095.</li> <li>11. 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.</li> <li>12. Siti Salina Saidin, Roslizawati Che Aziz, Suchi Hassan. (2021). Online learning tools and platforms in higher education during COVID-19. In <i>The 2nd Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE 2021)</i> , pp. 54-56. MMU Press.</li> <li>13. 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 <i>1st International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH 2021)</i> , pp. 171-178.</li> <li>14. 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 <i>THE INTERNATIONAL UNIVERSITY CARNIVAL ON e-LEARNING (IUCEL) 2021</i> , pp. 237-239. Pusat Pengajaran Pembelajaran Universiti (UTLC).</li> </ol>
<p><b>BOOK(S)</b></p>	<ol style="list-style-type: none"> <li>1. Nooraziah Ahmad, Siti Salina Saidin, Muhammad Akmal Remli, Nooraini Yusoff, Hadhrami Ab Ghani. (2025-11). <i>Modul Aplikasi Kecerdasan Buatan Generatif (GenAI)</i>. Penerbit UMK.</li> </ol>

CHAPTER(S)	<ol style="list-style-type: none"> <li>1. Siti Salina Saidin, Nooraziah Ahmad, Salmiah Aziz. (2025-03-20). Ethical governance of artificial intelligence in organizations: Challenges and strategies. In <i>Strengthening Human Relations in Organizations With AI</i> (pp. 59 - 81). IGI Global. <a href="https://doi.org/10.4018/979-8-3693-6507-6.ch003">https://doi.org/10.4018/979-8-3693-6507-6.ch003</a></li> <li>2. 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 <i>Studies in Systems, Decision and Control</i> (pp. 913 - 923). Springer Science and Business Media Deutschland GmbH. <a href="https://doi.org/10.1007/978-3-031-54379-1_78">https://doi.org/10.1007/978-3-031-54379-1_78</a></li> <li>3. Zulkefli, N. S., Saidin, S. S., Nasir, M. N. M., Awang, Z.. (2024). Exploration of the Travel Motivations of Gastronomy Tourism: A Case Study in East Region Area. In <i>Studies in Systems, Decision and Control</i> (pp. 865-876). Springer Science and Business Media Deutschland GmbH. <a href="https://doi.org/10.1007/978-3-031-54379-1_74">https://doi.org/10.1007/978-3-031-54379-1_74</a></li> <li>4. Saidin, S. S., Zulkefli, N. S., Mansor, N A., Hashim N.A.A.N., Nguyen D.. (2024). Exploring Staycation Experiences Drivers Among Millennials<sub>2</sub> Tourists. In <i>Studies in Systems, Decision and Control</i> (pp. 877 - 888). Springer Science and Business Media Deutschland GmbH. <a href="https://doi.org/10.1007/978-3-031-54379-1_75">https://doi.org/10.1007/978-3-031-54379-1_75</a></li> <li>5. Nurul Hafizah Mohd Yasin, Mazne Ibrahim, Nur Farihin Abd Hadi Khan, Zaimatul Awang, Mohd Hafzal Abdul Halim, Siti Salina Saidin. (2023). From Waste to Health: An Innovation of High-Fiber Biscuit Using Brown Rice and Banana Peel. In <i>Contributions to Management Science</i> (pp. 675<sub>2</sub>684). Springer Science and Business Media Deutschland GmbH. <a href="https://doi.org/14311941">https://doi.org/14311941</a></li> <li>6. Siti Salina Saidin. (2023). BAB 5 : D-Disiplin. In <i>Transformasi karakter A-Z graduan menjadi usahawan Berjaya</i> (pp. 32-36). UMK Press.</li> <li>7. Siti Salina Saidin. (2023). Bab 8 : G-Gigih. In <i>Transformasi karakter A-Z graduan menjadi usahawan Berjaya</i> (pp. 47-52). UMK Press.</li> <li>8. Phoebe Yueng Hee Sia, Siti Salina Saidin, Yulita Hanum P. Iskandar,. (2022). A Conceptual Model of Emerging Mobile Travel Apps for Smart Tourism Among Gen X, Gen Y, and Gen Z. In <i>Mobile Computing and Technology Applications in Tourism and Hospitality</i> (pp. 189-220). IGI Global. <a href="https://doi.org/10.4018/978-1-7998-6904-7.ch009">https://doi.org/10.4018/978-1-7998-6904-7.ch009</a></li> <li>9. 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 <i>1st Online Teaching Enhancement and Learning Innovation Carnival, EMBRACING NEW NORMS WITH ASYNCHRONOUS ONLINE LEARNING</i> (pp. 43-50). UMK PRESS.</li> <li>10. 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 <i>Synchronous@real-time online interaction</i> (pp. 101-108). UMK Press.</li> </ol>
OTHER(S)	<ol style="list-style-type: none"> <li>1. 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, Norsyamliana Che Abdul Rahim, Norizan Musa, Muhammad Firdaus Bin Bidin, Mohammad Syakir Zainozaman, Hazzayati Hashim. (2025-12). LENSEA FHPK (edisi Disember 2025). Fakulti Hospitaliti, Pelancongan dan Kesejahteraan.</li> <li>2. Muhammad Akmal Remli, Salmiah Aziz, Siti Fatimah Azahra Azhar, Mohamad Azanizam Alwi, Syahidatul Aqilah Mohd Supian, Mohammed Dauda Goni, Nooraziah Ahmad, Marianne Christie Leong, Siti Salina Saidin, Suzana Shari, Nor Akma Shatilla Che Ab Hamid. (2025-01). AI Spectrum Bulletin: Artificial Intelligence (AI) in Entrepreneurship Education. UMK Corporate Publication.</li> <li>3. Siti Salina Saidin. (2025-01). Generative AI and Cybersecurity: Balancing innovation with ethical responsibility. UMK Corporate Publication.</li> <li>4. Siti Salina Saidin. (2025-10). Unlocking Malaysia's Travel Future: The AI-Powered Online Agencies Changing the Game. UMK Corporate Publication.</li> <li>5. Muhammad Akmal Remli, Salmiah Aziz, Siti Fatimah Azahra Azhar, Mohamad Azanizam Alwi, Mohammed Dauda Goni, Nooraziah Ahmad, Siti Salina Saidin, Suzana Shari, Nor Akma Shatilla Che Ab Hamid. (2025-10). AI Spectrum Bulletin : Humanizing Artificial Intelligence. UMK Corporate Publication.</li> <li>6. Siti Salina Saidin, Aikal Liyani Mohd Rasdi. (2025). Celebrating Student Excellence at Sunway Intern Appreciation Day 2025. UMK Corporate Publication.</li> <li>7. Siti Salina Saidin, Mohd Syazreen Syah Mapiasah, Alysa Noratiqa Suhainin, Amirah Muhammad Jalaluddin, Ana Shahirah Yusri. (2024-12-01). Factors Influencing Intentions to Use Mobile Applications for Medical Tourism Among Malaysians. UMK Press.</li> <li>8. Siti Salina Saidin, Nur Fatin Suhaida Mohd Noor, Nur Fatirah Izzatie Mohamad Yusoff, Mohd Azrul Azmi. (2024-12-01). Examining the Factors Influencing Young Travelers' Intention to Use Mobile Applications In East Coast Malaysia. UMK Press.</li> <li>9. Siti Salina Saidin. (2024-07-01). Mitigating Ethical Concerns and Ensuring the Responsible Use of Generative AI In Hospitality and Tourism Industry. INSTITUTE FOR ARTIFICIAL INTELLIGENCE AND BIG DATA, UNIVERSITI MALAYSIA KELANTAN.</li> <li>10. Siti Salina Saidin. (2024). Boosting Cybersecurity Awareness Among University Students in the Age of Generative AI. INSTITUTE FOR ARTIFICIAL INTELLIGENCE AND BIG DATA, UNIVERSITI MALAYSIA KELANTAN. <a href="https://doi.org/3009-1942">https://doi.org/3009-1942</a></li> <li>11. Siti Salina Saidin. (2023-06). Digitalisasi dan Usahawan Pelancongan Dalam Pasca Pemulihan COVID-19. MASMED UiTM.</li> <li>12. Siti Salina Saidin, Mazne Ibrahim. (2023-10). Perspektif Healing Travel. <i>Majalah Pusat Pengajian Biologi UITM CNS</i>.</li> <li>13. Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Siti Salina Saidin. (2022-12). Kelantan Arts and Islamic Tourism.</li> <li>14. Nur Aliah Mansor, Rizaliniyani Abdul Razak, Siti Salina Saidin. (2022-06). Start-up pelancongan pintar sebagai laluan kerjaya graduan pelancongan. MASMED UiTM.</li> <li>15. Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi, Siti Salina Saidin. (2022). The Application of IoT in Entrepreneurial Activities: Moving Towards a Sustainable and Resilient Business. UNIVERSITI TEKNOLOGI MARA CAWANGAN TERENGGANU.</li> <li>16. 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.</li> <li>17. 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.</li> <li>18. Mohd Fadil Mohd Yusof, Siti Salina Saidin, Siti Fatimah Ab Ghaffar, Nur Farihin Abd Hadi Khan, Nurul Hafizah Mohd Yasin. (2021). Islamic Hfitracker: Islamic Health and Fitness Tracker Mobile Application for Healthy Lifestyles.</li> </ol>

	<p>19. 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.</p>
<p><b>RESEARCH(S)</b></p>	<ol style="list-style-type: none"> <li>1. ASSESSING STANDARD OPERATING PROCEDURE (SOP) COMPLIANCE AS A NEW NORM AMONG HOMESTAY OPERATORS IN THE STATE OF KELANTAN   MEMBER   UMK-FUND   2020</li> <li>2. ASSESSING STANDARD OPERATING PROCEDURE (SOP) COMPLIANCE AS A NEW NORM AMONG HOMESTAY OPERATORS IN THE STATE OF KELANTAN   MEMBER   UMK-FUND   2021</li> <li>3. ASSESSMENT OF UMRAH AND HAJJ PILGRIMAGE WELLBEING DURING COVID-19 PANDEMIC   MEMBER   UMK-FUND   2020</li> <li>4. ASSESSMENT OF UMRAH AND HAJJ PILGRIMAGE WELLBEING DURING COVID-19 PANDEMIC   MEMBER   UMK-FUND   2021</li> <li>5. CYBERLOAFING AND ITS IMPACTS ON COVID-19 WORK-FROM-HOME: AN EXPLORATORY STUDY AMONG PUBLIC WORKERS   HEAD   UMKC19SG   2020</li> <li>6. CYBERLOAFING AND ITS IMPACTS ON COVID-19 WORK-FROM-HOME: AN EXPLORATORY STUDY AMONG PUBLIC WORKERS   HEAD   UMKC19SG   2021</li> <li>7. MEMPERKASAKAN POTENSI GASTRONOMI PELANCONGAN (MAKANAN TRADISIONAL) DALAM KALANGAN PENGUSAHA TEMPATAN MELALUI MODEL KEUSAHAWANAN PEMASARAN DIGITAL   MEMBER   UMK-COM   2022</li> <li>8. MEMPERKASAKAN POTENSI GASTRONOMI PELANCONGAN (MAKANAN TRADISIONAL) DALAM KALANGAN PENGUSAHA TEMPATAN MELALUI MODEL KEUSAHAWANAN PEMASARAN DIGITAL   MEMBER   UMK-COM   2023</li> <li>9. MALAYSIA TRULY ASIA : DEVELOPING SMART TOURISM MOBILE APPS FOR INTERNATIONAL TRAVELERS IN MALAYSIA (STOMAIT)   MEMBER   UMK-COM   2022</li> <li>10. MALAYSIA TRULY ASIA : DEVELOPING SMART TOURISM MOBILE APPS FOR INTERNATIONAL TRAVELERS IN MALAYSIA (STOMAIT)   MEMBER   UMK-COM   2023</li> <li>11. REQUIREMENT ANALYSIS ON DEVELOPING SMART MOBILE TRAVEL APPS FOR GEN X, GEN Y AND GEN Z AMONG MUSLIM POPULATIONS IN MALAYSIA   MEMBER   GRANT(I/A)   2021</li> <li>12. REQUIREMENT ANALYSIS ON DEVELOPING SMART MOBILE TRAVEL APPS FOR GEN X, GEN Y, AND GEN Z AMONG MUSLIM POPULATIONS IN MALAYSIA   MEMBER   MOF   2020</li> <li>13. REQUIREMENT ANALYSIS ON DEVELOPING SMART MOBILE TRAVEL APPS FOR GEN X, GEN Y, AND GEN Z AMONG MUSLIM POPULATIONS IN MALAYSIA   MEMBER   KERAJAAN   2020</li> <li>14. STRESSORS AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL SECTOR EMPLOYEES DURING COVID19 PANDEMIC   MEMBER   FRGS   2021</li> <li>15. THE MODERATING EFFECT OF SOCIAL MEDIA USAGE ON THE RELATIONSHIP BETWEEN INDIVIDUAL, ENVIRONMENTAL, ORGANIZATIONAL AND SOCIAL FACTORS ON SMART TOURISM IN BATU-FERRINGHI PENANG MALAYSIA   MEMBER   UMK-FUND   2021</li> </ol>
<p><b>SUPERVISION</b></p>	<ul style="list-style-type: none"> <li>• <b>FACTORS INFLUENCING ENTREPRENEURSHIP DEVELOPMENT IN NIGERIA THE ROLE OF LEARNING   CO SUPERVISOR FOR A MASTER'S STUDENT</b></li> <li>• <b>NEW STAYCATION MOTIVATORS MODEL FOR VACATIONERS ON PROXIMITY TOURISM   CO SUPERVISOR FOR A MASTER'S STUDENT</b></li> <li>• <b>STRESSORS AND INTEGRATIVE COPING STRATEGIES TO MAINTAIN MENTAL WELL BEING AMONG HOTEL SECTORS EMPLOYEES IN EAST COAST MALAYSIA   CO SUPERVISOR FOR A MASTER'S STUDENT</b></li> <li>• <b>THE CREDIBILITY OF USER-GENERATED CONTENT AND ITS EFFECT ON TOURIST VISIT INTENTIONS: THE MEDIATING ROLE OF DESTINATION IMAGERY   MAIN SUPERVISOR FOR A PHD'S STUDENT</b></li> <li>• <b>THE INFLUENCE OF ONLINE FOOD IMAGES TOWARDS PEOPLE'S BEHAVIOURAL INTENTION TO VISIT A RESTAURANT   CO SUPERVISOR FOR A PHD'S STUDENT</b></li> </ul>
	<ul style="list-style-type: none"> <li>• Product Name: CAMPUS-AWAY APPROACH: HYFLEX LEARNING FOR INDUSTRY MODE PROGRAM Award: GOLD Role: Head Exhibition Name: International Teaching Enhancement and Learning Innovation 2023 (iTeLIC2023)</li> <li>• Product Name: Flash Wrapping Machine Award: GOLD Role: Member Exhibition Name: BEGINNERS INNOVATION &amp; ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022)</li> <li>• Product Name: FRESH CULINARY HERBS EVOKING THE ESSENCE OF CILANTRO Award: GOLD Role: Member Exhibition Name: INTERNATIONAL BORNEO INNOVATION EXHIBITION &amp; COMPETITION (IBIEC) 2022</li> <li>• Product Name: integrated sulam profiling platform for student community learning experience enhancement Award: GOLD Role: Member Exhibition Name: innovative pedagogies for resilient education: nurturing tomorrow mind (i-pitcl 2023)</li> <li>• Product Name: APPLICATION OF INTERACTIVE VIRTUAL REALITY IN TOURISM COURSES Award: GOLD Role: Member Exhibition Name: CARNIVAL OF RESEARCH &amp; INNOVATION- VIRTUAL INTERNATIONAL EDITION (CRI 2021)</li> <li>• Product Name: Virtual Engaging Classroom Using Nearpod Award: GOLD Role: Member Exhibition Name: TELICS - Teaching Enhancement &amp; Learning Innovation Carnival 2020</li> <li>• Product Name: FACTORS THAT INFLUENCE TOURISTS SATISFACTION TOWARDS HERITAGE MUSEUMS IN KELANTAN</li> </ul>

**RESEARCH AWARD  
(S)**

- Award: GOLD  
Role: Member  
Exhibition Name: Hospitality, Tourism, and Wellness Colloquium 4.0 2020 (HOTWEC 4.0)
- Product Name: SMART MOBILE TOURISM APPS (SMTA) FEATURING AUGMENTED REALITY & BIG DATA ANALYTICS  
Award: GOLD  
Role: Member  
Exhibition Name: International Business and Management Virtual Innovation & Invention of Ideas Competition 2023
- Product Name: LEARN AND EARN - APPRENTICESHIP TOWARDS WORK BASED LEARNING (LAE- APPRENTICESHIP WBL)  
Award: GOLD  
Role: Member  
Exhibition Name: 8th Teaching and Learning Innovation Festival (TLIF) 2022
- Product Name: Return to a Running Event: The Subjective of Runner's Experience Realms- OVERALL BEST PAPER AWARD CATEGORY STUDENT  
Award: SPECIAL  
Role: Member  
Exhibition Name: INTERNATIONAL LEVEL- 2ND ASIA PACIFIC VIRTUAL EVENTS CONFERENCE
- Product Name: Return to a Running Event: The Subjective of Runner's Experience Realms- BEST PAPER AWARD STUDENT CATEGORY  
Award: SPECIAL  
Role: Member  
Exhibition Name: INTERNATIONAL LEVEL- 2ND ASIA PACIFIC VIRTUAL EVENTS CONFERENCE
- Product Name: FRESH CULINARY HERBS EVOKING THE ESSENCE OF CILANTRO  
Award: SPECIAL  
Role: Member  
Exhibition Name: INTERNATIONAL BORNEO INNOVATION EXHIBITION & COMPETITION (IBIEC) 2022
- Product Name: APPLICATION OF INTERACTIVE VIRTUAL REALITY IN TOURISM COURSES (BEST AWARD E-LEARNING CATEGORY)  
Award: SPECIAL  
Role: Member  
Exhibition Name: CARNIVAL OF RESEARCH & INNOVATION- VIRTUAL INTERNATIONAL EDITION (CRI 2021)
- Product Name: Flash Wrapping Machine - Best Extended Abstract Award  
Award: SPECIAL  
Role: Member  
Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022)
- Product Name: Flash Wrapping Machine - Best Poster Award  
Award: SPECIAL  
Role: Member  
Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022)
- Product Name: THE HYFLEX INDUSTRY CAMPUS-AWAY MODE PROGRAM: HICAMP (2U2A) APPRENTICE  
Award: SILVER  
Role: Member  
Exhibition Name: International University Carnival on E-Learning I 2023 (IUCEL 2023)
- Product Name: CILANTRO ESSENCE  
Award: SILVER  
Role: Member  
Exhibition Name: Karnival Penyelidikan dan Inovasi (CRI) 2022
- Product Name: FLASH WRAPPING MACHINE  
Award: SILVER  
Role: Member  
Exhibition Name: Karnival Penyelidikan dan Inovasi (CRI) 2022
- Product Name: JAMBOARD IN FINANCIAL MANAGEMENT: ENGAGED AND ENHANCED STUDENT'S PERFORMANCE  
Award: SILVER  
Role: Member  
Exhibition Name: CARNIVAL OF RESEARCH & INNOVATION- VIRTUAL INTERNATIONAL EDITION (CRI 2021)
- Product Name: LEARNING FINANCIAL MANAGEMENT USING JAMBOARD, CALCULATION AND MODEL WILL NO LONGER BE BORED  
Award: SILVER  
Role: Member  
Exhibition Name: INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) 2021
- Product Name: Virtual Whiteboard Using Jamboard, Calculate and Model No Longer Be Bored  
Award: SILVER  
Role: Member  
Exhibition Name: TELICS - Teaching Enhancement & Learning Innovation Carnival 2020
- Product Name: ISLAMIC HFITTRACKER: ISLAMIC HEALTH AND FITNESS TRACKER MOBILE APPLICATION FOR HEALTHY LIFESTYLES  
Award: BRONZE  
Role: Member  
Exhibition Name: CARNIVAL OF RESEARCH & INNOVATION- VIRTUAL INTERNATIONAL EDITION (CRI 2021)
- Product Name: THE FACTORS THAT DETERMINED TOURIST ADOPTING OF SMARTPHONE APPS AMONG YOUTH  
Award: BRONZE  
Role: Member  
Exhibition Name: Hospitality, Tourism, and Wellness Colloquium 4.0 2020 (HOTWEC 4.0)
- Product Name: INTERACTIVE VIRTUAL REALITY LEARNING EXPERIENCE  
Award: BRONZE  
Role: Member  
Exhibition Name: INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) 2021

## D. CONSULTATION

<b>CONSULTATION(S)</b>	<ol style="list-style-type: none"><li>1. PROJEK PENSIJILAN KEMAHIRAN REKREASI LUAR 2022 (OUTDOOR RECREATION SKILLS CERTIFICATION COURSE)   MEMBER   2022</li><li>2. PROJEK PERUNDINGAN TOK MAN IN LANGKAWI   HEAD   2022</li></ol>
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## E. COMMUNITY SERVICES

<b>COMMUNITY SERVICES</b>	
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