DR. SUCHI BINTI HASSAN (01852A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	17-Mar-2020
DATE OF APPOINTMENT FOR CURRENT POSITION	17-Mar-2021
DATE OF CONFIRMATION FOR CURRENT POSITION	01-Aug-2023
EDUCATION(S)	• **(2018) UNIVERSITI SULTAN ZAINAL ABIDIN** IJAZAH DOKTOR FALSAFAH PENGURUSAN • **(2011) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA SAINS PENGURUSAN • **(2009) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN • **(2004) SMK TENGKU INTAN ZAHARAH** STPM • **(2002) SMK TENGKU INTAN ZAHARAH** SPM
GROUP OF EXPERTISE	• Leadership (F0711030610)
AWARD(S)	
WORKING EXPERIENCE(S)	• PENSYARAH | UNIVERSITI MALAYSIA KELANTAN (UMK) 01-Sep-2019 - 01-Feb-2020
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT20103 - ORGANIZATIONAL BEHAVIOR • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPI40107 - MANAGEMENT & ADMINISTRATION • HPI40207 - SYSTEM APPLICATION • HPT40108 - INDUSTRIAL TRAINING • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWP40103 - WELLNESS RESEARCH PROJECT (II)

C. RESEARCH AND DEVELOPMENT

1. 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

JOURNAL(S)	2. Aifa Rozaini Mohd Radzol, Norshamsiah Ibrahim, Suchi Hassan, Nur Ida Fatihah Che Shalifullizam. (2025-10-31). Animating Heritage : The Sidek Family in Roles in Cultural Branding and Retail Engagement. International Journal of Arts & Design (IJAD) , Vol. 9(2/SI-3) , pp. 181-185. https://doi.org/10.24191/ijad.v9i2/SI-3.9337 3. Aifa Rozaini Mohd Radzol, Hassan, S., Shalifullizam, N. I. F. C., Nik Zirwatul Fatihah Ismail. (2024). Aesthetic Packaging and Purchase Intention. International Journal of Art and Design , Vol. 8(2) , pp. 119-125. 4. Nasir, M. N. M., Rahim, M. A., Hassan, Suchi, Muhamad S.F.. (2022). Developing a Model of Perceived Value, Quality of Life, Place Attachment and Destination Loyalty. Journal of Tourism, Hospitality & Culinary Arts , Vol. 14 (1) , pp. 85-95. 5. Nasir, M. N. M., Rahim, M. A., Hassan, S.. (2021-12). Proposing a Research Model of Destination Loyalty: The Case of Gastronomic Tourism in Malaysia. International Journal of Modern Trends in Business Research , Vol. 4 (18) , pp. 8-13.
PROCEEDING(S)	1. Roslizawati Che Aziz, Nur Ida Fatihah Che Shalifullizam, Suchi Hassan, Nik Zirwatul Fatihah Ismail, Ataul Karim Patwary. (2024). Navigating The Landscape: Transforming Wellness Tech Into Technological Wellness. , pp. 14-19. Universiti Malaysia Kelantan. 2. NURUL HUSNA FATIMAH BINTI MD NOOR, SITI NUR IZZAHTY BINTI MUSARI, NURHASYA HUSNA BINTI MOHD.ISMAIL, NURAISHA FAZRIN BINTI MOHAMAD TERIDI, Suchi Hassan. (2023). Student¿s motivation after returning to University Malaysia Kelantan City Campus. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1910-1922. Faculty of Hospitality, Tourism and Wellness. 3. Jeyageetha a/p Rajandran, Siti Nurul Aisyah Marzuki, Amir Hakim Abd Rahman, Nur Yasmin Balqis @ Rosliza, Suchi Hassan. (2023). Preferences of Fast-Food Selection Among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1884-1895. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. https://doi.org/978-629-489-007-7 4. Balqis Nur Athira binti Mohd Zulmizan, Rabiatuladawiyah binti Zawadod, Nurul Kiasatina binti Kaparom@Harun,, Fatin Nadirah binti Lan, Suchi Hassan. (2023). Unhealthy lifestyle factors among wellness students at UMK City Campus. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1896-1909. Faculty of Hospitality, Tourism and Wellness. 5. Muhammad Firdaus Kamis, Nur Dayana Binti Ramli, Siti Nurhidayah Binti Harun, Nur Dini Mardhiah Binti Nazri, Hassan, S.. (2022). The Factor of Talent Management Towards Job Satisfaction Among Employees at Travel Agencies in Kota Bharu, Kelantan. In E-PROCEEDING HoTWeC 6.0 , pp. 1198-1208. https://doi.org/978-967-0021-47-8 6. Muhamad Shazwan Abdul Hamid, Nur Ernie Syuhada Mohd Zain, Nur Ezzatul Azreen Iskandar, Nur Faizah Abdul Halim, Hassan, S.. (2022). Domestic Tourist Behaviour on Tourist Areas in Bandar Hilir, Malacca. In E-PROCEEDING HoTWeC 6.0 , pp. 1209-1219. https://doi.org/978-967-0021-47-8 7. Abdul Hakim Zulkifli, Afiqah Jakarta, Siti Nuramirah Sanudin, Siti Nurhaliza Osman, Hassan, S.. (2022). The Factors That Influence Extrinsic Motivation Among Employees Towards Langkawi Private Tour. In E-PROCEEDING HoTWeC 6.0 , pp. 1188-1198. 8. Mohamad Adham Azhar, Mohamad Alif Aiman Mohammad, Nur Fatihah Abdul Ghani, Nur Fatihah Mokhtar Saipudin, Hassan, S.. (2022). Employee Motivation During Post Covid-19 Period at Hotel Seri Malaysia Kuantan, Pahang. In E-PROCEEDING HoTWeC 6.0 , pp. 1177-1187. 9. Siti Salina Saidin, Roslizawati Che Aziz, Suchi Hassan. (2021). Online learning tools and platforms in higher education during COVID-19. In The 2nd Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE 2021) , pp. 54-56. MMU Press. 10. 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). 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. 12. 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.
BOOK(S)	1. Nik Maheran Nik Muhammad, Roselina Ahmad Saufi, Hanisa Hassan, Seri Intan Mokhtar, Mohamad Faiz Mohd Amin, Shardy Abdullah, Burhan Che Daud, Ng Siew Foen, Nooraini Yusoff, An'amt Mohamed Noor, Tan Tse Guan, Khairiyah Mat, Derweanna Bah Simpong, Muhammad Azwadi Sulaiman, Siti Afiqah Zainuddin, Ruhil Hayati Hamdan, Noorzamzarina Sulaiman, Ramly Hasan, Liyana Ahmad Afip, Dzulkifli Mukhtar, Noorshella Che Nawi, Nor Fadhilah Kamaruzzaman, Noor Janatun Naim Jemali, Mohammad Rusdi Mohd Nasir, Yohan Kurniawan, Mohd Zaimmudin Mohd Zain, Zulhisyam Abdul Kari, Suchi Hassan, Mohd Hazim Mohamad Amini, Nurul Izrin Md Saleh. (2024-03-04). Peraturan Akademik Pengajian Siswazah Secara Penyelidikan Edisi Kelima. Perpustakaan Negara Malaysia. 2. Mohd Safwan Ghazali, Dzulkifli Mukhtar, Mohd Ikhwan Aziz, Hana Yazmeen Hapiz, Ahmad Syakir Junoh @ Ismail, Suchi Hassan, Norfadhilah Kamaruzzaman, Izati Nabila Marzuki, Nur 'Izzati Mohd Amin, Mohd Mahmud, Nor Shahirul Umirah Idris, Sitti Fatimah Mhd Ramle, Bazilah Raihan Mat Shawal, Khairul Nizar Syazwan Wan Salihin Wong, Abdul `azim Ab Razak, Mohammed Farhan Bin Md Yusof, Zulfatihas Mohd Zin, Suriani Zakaria, Izzah Farhah Salehhuddin, Noor Maziana Ab Manaf, Nurfarahin Zamri, Nik Emi Rosyaida Raja Nik Lah. (2023). Ikon Usahawan Pelajar Edisi Ke 2 Semester 2022/2023. PENERBITAN KORPORAT UMK.
	1. Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi, Suchi Hassan. (2024). Empowering Women Through Confidence and Well-Being: A Case Study of NK Spa. In Malaysian Women Entrepreneurs: Breaking the Barriers (Student's Edition) (pp. 69-80). UMK Press. 2. Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi, Suchi Hassan. (2024). Empowering Women Through Confidence and Well-Being: A Case Study of NK Spa. In Malaysian Women Entrepreneurs: Breaking the Barriers (Lecturer's Edition) (pp. 129-148). UMK Press.

CHAPTER(S)	3. 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 4. 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 1st Online Teaching Enhancement and Learning Innovation Carnival, EMBRACING NEW NORMS WITH ASYNCHRONOUS ONLINE LEARNING (pp. 43-50). UMK PRESS. 5. 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.
OTHER(S)	1. Normaizatul Akma Saidi, Nursalihah Ahmad Raston, Suchi Hassan, Naziatul Aziah Mohd Radzi. (2026-09). Lebih Besar Tidak Semestinya Lebih Baik: Memahami Pertumbuhan Mampan Dalam Kalangan Usahawan Mikro. UiTM Cawangan Terengganu. 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. Nur Ida Fatihah Che Shalifullizam, Aidil Azmanizam Abd Azid, Amirul Faiz Mohd Azmi, Suchi Hassan, Aifa Rozaini Mohd Radzol. (2025). Sustainable residential layer chicken farming model: Empowering vulnerable communities towards security resilience. UMK PRESS. 4. Nursalihah Ahmad Raston, Normaizatul Akma Saidi, Nur Ida Fatihah Che Shalifullizam, Suchi Hassan. (2025). Sparking Youth Entrepreneurship: The Future Begins Now. Masmed UITM Cawangan Terengganu. 5. Nursalihah Ahmad Raston, Normaizatul Akma Saidi, Suchi Hassan, Nur Ida Fatihah Che Shalifullizam. (2025). Empowering Entrepreneurs Through Statistical Knowledge. Masmed UITM Cawangan Terengganu. 6. Nur Ida Fatihah Che Shalifullizam, Suchi Hassan, Aifa Rozaini Mohd Radzol. (2024). Uncovering the Potential of Bibliotourism in Malaysia. Department of Tourism Management, Sabaragamuwa University of Sri Lankat. 7. Aifa Rozaini, Geetha Muthusamy, Hassan, S., Shalifullizam, N. I. F. C.. (2024). Ewaste Recycling among Rural and Urban Malaysia. Faculty of Business and Management, UITM Melaka. 8. 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. 9. 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. 10. 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.
RESEARCH(S)	1. A MOTHER. AN ENTREPRENEUR. HOW WE GET BALANCE IN LIFE | MEMBER | GRANT(I/A) | 2022 2. ASSESSMENT OF UMRAH AND HAJJ PILGRIMAGE WELLBEING DURING COVID-19 PANDEMIC | MEMBER | UMK-FUND | 2020 3. ASSESSING STANDARD OPERATING PROCEDURE (SOP) COMPLIANCE AS A NEW NORM AMONG HOMESTAY OPERATORS IN THE STATE OF KELANTAN | HEAD | UMK-FUND | 2020 4. ASSESSING STANDARD OPERATING PROCEDURE (SOP) COMPLIANCE AS A NEW NORM AMONG HOMESTAY OPERATORS IN THE STATE OF KELANTAN | HEAD | UMK-FUND | 2021 5. CYBERLOAFING AND ITS IMPACTS ON COVID-19 WORK-FROM-HOME: AN EXPLORATORY STUDY AMONG PUBLIC WORKERS | MEMBER | UMK-FUND | 2020 6. STRESSOR AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL SECTOR EMPLOYEE DURING COVID19 PERIOD | MEMBER | FRGS | 2021
SUPERVISION	• **CONCEPTUAL FRAMEWORK FOR CHILDREN'S EMOTIONAL HEALTH SUPPORT IN THE CONTEXT OF PRESCHOOL SERVICE SECTOR:THE ROLE OF PARENTAL EMOTIONAL STYLE** | CO SUPERVISOR FOR A MASTER'S STUDENT • **IDENTIFICATION OF CHALLENGES HINDERING DEVELOPMENT ON THE HOSPITALITY INDUSTRY IN NIGERIA** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **IMPACT OF MOTIVATIONAL INCENTIVES ON EMPLOYEE PERFORMANCE IN NIGERIA** | CO SUPERVISOR FOR A MASTER'S STUDENT • **TOURIST ENGAGEMENT AND CULTURAL KNOWLEDGE TOWARDS RESILIENCY OF CULTURAL, ARTS AND HERITAGE (CAH) IN MALAYSIA WITH THE MODERATING EFFECTS OF PERCEIVED VALUE** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
	• Product Name: SWEET LIPS Award: GOLD Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0) • Product Name: GOLD AWARD (W29) Award: GOLD Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: APPLICATION OF INTERACTIVE VIRTUAL REALITY IN TOURISM COURSES Award: GOLD Role: Member Exhibition Name: CRI 2021

RESEARCH AWARD (S)	• Product Name: APPLICATION OF INTERACTIVE VIRTUAL REALITY IN TOURISM COURSES Award: SPECIAL Role: Member Exhibition Name: CRI 2021 • Product Name: JAMBOARD IN FINANCIAL MANAGEMENT: ENGAGED AND ENHANCED STUDENT¿S PERFORMANCE Award: SILVER Role: Member Exhibition Name: CRI 2021 • Product Name: LEARNING FINANCIAL MANAGEMENT USING JAMBOARD, CALCULATION AND MODEL WILL NO LONGER BE BORED Award: SILVER Role: Member Exhibition Name: IUCEL 2021 • Product Name: BANANA LEAF TEA Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: BRONZE AWARD (W31) Award: BRONZE Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: BIOSPHERA.MY: DEVELOPMENT OF SETIU WETLAND (WEBSITE) Award: BRONZE Role: Head Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION (BIE) 3.0 • Product Name: INTERACTIVE VIRTUAL REALITY LEARNING EXPERIENCE Award: BRONZE Role: Member Exhibition Name: IUCEL 2021 • Product Name: BRONZE AWARD (W30) Award: BRONZE Role: Member Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0)

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	