DR. AHMAD FAHME BIN MOHD ALI (01854A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
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A. PERSONAL DETAILS

UMK JOIN DATE	06-May-2020
DATE OF APPOINTMENT FOR CURRENT POSITION	03-Apr-2022
DATE OF CONFIRMATION FOR CURRENT POSITION	27-Jun-2023
EDUCATION(S)	• **(2016) UNIVERSITI SAINS ISLAM MALAYSIA** IJAZAH DOKTOR FALSAFAH EKONOMI DAN PENTADBIRAN MUAMALAT • **(2011) UNIVERSITI PUTRA MALAYSIA** IJAZAH SARJANA SAINS • **(2006) SOUTHERN CROSS UNIVERSITY** IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN • **(1998) MAHAD MUHAMMADI LELAKI** SPM
GROUP OF EXPERTISE	• Poverty (F0709040412)
AWARD(S)	
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT10403 - PRINCIPLES OF ECONOMICS • HPT30103 - RESEARCH METHODOLOGY • HTP30102 - TOURISM RESEARCH PROJECT (I) • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWP40103 - WELLNESS RESEARCH PROJECT (II)

C. RESEARCH AND DEVELOPMENT

1. Ahmad Fahme Mohd Ali, Fuadah Johari, Abdullah Muhamed Yusoff, Raja Norliana Raja Omar. (2026-08). Beyond Income: Expenditure-Based Poverty and the Limits of Zakat in Supporting Urban Female-Headed Households in Malaysia. Falah: Jurnal Ekonomi Syariah , Vol. 11 (2) , pp. 1 - 27. https://doi.org/10.22219/jes.v11i2.43414
2. Ahmad Fahme Mohd Ali, Wan Ahmad Amir Zal Wan Ismail, Johari, F., Hamid, B.A., Zirwatul, N.. (2026-02). The Concept of Benefidonors in Sustaining Community Development through Individual Member Waqf Beneficiaries. Falah: Jurnal Ekonomi Syariah , Vol. 11(1) , pp. 43-66. https://doi.org/10.22219/jes.v11i1.43478
3. Johari, F., Fauzias Mat Nor, Baharom Abdul Hamid, Amir Zal, W. A., Ali A.F.M., Misbah, H, Haron, H, Shahwan, S., Shafii, Z., Shaharuddin, A., Ahmad, A., Mahomed, Z.. (2023). Enhancing Synergy in the Waqf Ecosystem in Malaysia : Promoting Increased Waqf Contributions among Beneficiaries, Donors, and Mutawalli. International Journal of Economics and Finance Studies , Vol. 15(3) , pp. 76-107. https://doi.org/10.34109/ijefs.202315304

JOURNAL(S)	4. Ahmad Fahme Mohd Ali, W. A. Amir Zal, Nurhanan Ab. Hamid, Tengku Fauzan Tengku Anuar, Hafizi Mat Salleh, Siti Asma Md. Rasdi. (2022). The Moderating Effect of zak¿h Distribution on the Economic Well-being of the Poor: An Analysis in Kelantan, Malaysia. Journal of King Abdulaziz University, Islamic Economics , Vol. 35(1) , pp. 75-97. https://doi.org/10.4197/Islec.35-1.5 5. Ahmad Fahme Mohd Ali, Amir Zal, W.A., Nurhanan Ab. Hamid, Anuar T.F.T., Hafizi Mat Salleh, Siti Asma Md. Rasdi. (2022). The Moderating Effect of Zakat Distribution on Family Structure on Material Wellbeing of The Poor: An Analysis in Kelantan, Malaysia. Journal of King Abdulaziz University, Islamic Economics (JKAU: Islamic Econ) , Vol. 35(1) , pp. 75-97. https://doi.org/10.4197/Islec.35-1.5 6. Chunhui Huo, Javaria Hameed, Mo Zhang, Ahmad Fahme Mohd Ali, Nik Alif Amri Bin Nik Hashim. (2022). Modeling the impact of corporate social responsibility on sustainable purchase intentions: insights into brand trust and brand loyalty. Economic Research-Ekonomska Istrazivanja , Vol. 35(1) , pp. 4710 - 4739. https://doi.org/10.1080/1331677X.2021.2016465 7. 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 8. Marican, N.D, Hashim N.A.A.N., Halim M.H.A., Ali A.F.M., Radzi N.A.M.. (2021-04). Traditional and complementary medicine practice in Malaysia: A comprehensive review of scientific evidences. Journal of Applied Pharmaceutical Science , Vol. 11(4) , pp. 001-005. https://doi.org/10.7324/JAPS.2021.110401 9. 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. 10. 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. 11. Ahmad Fahme Mohd Ali, Nor Dalila Marican, Nur Hafizah Muhammad. (2022). Expenditure Patterns among Poor Households (Zakat Recipients): A Case in Kelantan, Malaysia. AZKA International Journal Of Zakat & Social Finance (AZJAF) , Vol. 3(2) , pp. 35-60. https://doi.org/10.51377/azjaf.vol3no2.113
PROCEEDING(S)	1. Raja Norliana Raja Omar, Roslizawati Che Aziz, Ahmad Fahme Mohd Ali, Abdullah Muhamed Yusoff. (2025). Digital Detox Tourism and Its Effects on Relationship Building and Social Bonding in Adventure Tourism. In e-PROCEEDING OUTDOOR RECREATION & ADVENTURE TOURISM 2025 , pp. 2-7. Ricom Trading Sdn Bhd. https://doi.org/978-629-99863-3-1 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. Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Saiful Farhan bin Haron, Muhammad Danish Akmal Tahir, Muhammad Lutfil Hadi Mohd Zawawi. (2024). Immersive Cultural Experience: The Presentation of `Bekwoh¿ in Kelantan. In SULAM INNOVATE, SHOWCASE AND SYMPOSIUM (SUISS 2024) , pp. 66 - 70. UMK PRESS. 4. Marican, N.D, Ali A.F.M., Che Aziz R., Mohd Yusof M.F.. (2023). Designing Value Proposition for Indigenous Inspired Spa Strategic Marketing: A Research Proposal. In Lecture Notes in Networks and Systems , pp. 333-340. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_22 5. Nur Athirah Sumardi, Ahmad Fahme Mohd Ali, Naziatul Aziah Mohd Radzi, Narehan Hassan. (2023). Influence of Health Literacy Towards Health Communication Competence Among Kelantanese: A Comparative Study. In Lecture Notes in Networks and Systems , pp. 937¿949. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_62 6. Radzi N.A.M., Saidi, N.A., Ali A.F.M.. (2021-10). Be Ethical in Critical Times: An Option or an Obligation?. , pp. 622-628. Perpustakaan Negara Malaysia. 7. 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). 8. 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. 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. Ahmad Fahme Mohd Ali, Nor Dalila Marican, Adeneye Yusuf Babatunde. (2025-12). Wellness Industry: Concept and Application. UMK Press. 3. Roslizawati Che Aziz, Ahmad Fahme Mohd Ali, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Fairuladilan Hamadun, Md Ariff Ariffin, Hidayat Hamid. (2024-11). The Story of SCCIP 2024 Sustainability in The Creative and Cultural Industries Programme: Asean & Beyond. Universiti Malaysia Kelantan. 4. Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Suhaila Abd. Kadir, Hafzan Eva Mansor. (2024). e-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024) - SULAM Project. 5. Ahmad Fahme Mohd Ali, Muhammad Ridhwan Abd Aziz, Mohd Faisol Ibrahim. (2022). Zakat Poverty Line and Poverty Measurement for Effective Zakat Distribution. UMK.
	1. 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

CHAPTER(S)	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. 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 4. 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 5. Abdullah Muhamed Yusoff, Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Mohd Izwan Mohd Zaki, Mohd Hafiz Mohd Noor, Mohammad Syakir Zainozaman, Mohammed Ruqaimi Remeli. (2025). Factors Determine the Effectiveness of Hospitality Work-Based Learning Programs in Malaysia. In The Future of Work: How Technology is Transforming Jobs and Skills (pp. 305 - 315). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-87372-0_28 6. 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 7. Naziatul Aziah Mohd Radzi, Saidi, N.A., Ali A.F.M.. (2024-09-13). Peranan Zakat terhadap Pemerkasaan Kesejahteraan Sosial Kumpulan Asnaf. In Kutipan dan Agihan Zakat: Peranan, Sumbangan dan Transformasi (pp. 95-117). UUM Press. 8. 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 9. 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. Abdullah Muhamed Yusoff, Ahmad Fahme Mohd Ali, Roslizawati Che Aziz, Faizal Azrin Abdullah, Raja Norliana Raja Omar. (2025-12-01). Empowering culinary entrepreneurs through social impact: Yayasan Tm¿s F&B Entrepreneur Development Program. UMK Press. 2. 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, Norsyamlina Che Abdul Rahim, Norizan Musa, Muhammad Firdaus Bin Bidin, Mohammad Syakir Zainozaman, Hazzyati Hashim. (2025-12). LENSA FHPK (edisi Disember 2025). Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 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. Nik Maheran Nik Muhammad, Mohd Rosli Mohamad, An'amt Mohamed Noor, Tan Tse Guan, Sarizam Mamat, Ahmad Ridhuwan Abdullah, Nor Fadhilah Kamaruzzaman, Noor Janatun Naim Jemali, Nor Hafizah Anuar, Ahmad Fahme Mohd Ali, Wan Ab Aziz Wan Daud, Mohd Fathi Bin Abu Yaziz @ Mohamad, Mohd Hazim Mohamad Amini, Zulhisyam Abdul Kari, Ramly Hasan, Mohd Zulkifli Muhammad, Ruhil Hayati Hamdan, Noorzamzarina Sulaiman, Nurul Izrin Md Saleh, Nurul Izrin Md Saleh, Liyana Ahmad Afip, Gooi, LiangJun. (2024). Garis panduan penyediaan laporan penyelidikan Pengajian Siswazah Edisi Ketiga. Penerbitan Korporat UMK. 5. Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi, Ahmad Fahme Mohd Ali. (2022-12). Why sustainability matters: the important of sustainability practices in the hospitality and tourism industry. 6. 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. 7. Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi, Ahmad Fahme Mohd Ali. (2022). The Role of Social Enterprise as a Panacea in the Capitalist System. UNIVERSITI TEKNOLOGI MARA CAWANGAN TERENGGANU. 8. 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. 9. Naziatul Aziah Mohd Radzi, Khai Ern Lee, Hazzyati Hashim, Ahmad Fahme Mohd Ali, Normaizatul Akma, S., Hasif Rafidee Hasbollah. (2020). Charity Sees the Need, Not the Cause: The Strategies CSR during the Pandemic Outbreak. PalArch Foundation. 10. NAZIATUL AZIAH MOHD RADZI, Khai Ern Lee, Hazzyati Hashim, mohd Ali, Ahmad Fahme, Normaizatul Akma Saidi, Hasif Rafidee Hasbollah. (2020). Charity Sees the Need, Not the Cause: The Strategic CSR During the Pandemic Outbreak. 11. Naziatul Aziah Mohd Radzi, Hasif Rafidee Hasbollah, Normaizatul Akma, S., Hazzyati Hashim, Ahmad Fahme Mohd Ali. (2020). Wellness, Work and Employee Assistance Programs as Part of CSR Initiatives among the Corporate Companies. PalArch Foundation. https://doi.org/10.48080/jae.v17i4.378

RESEARCH(S)	1. EVALUATION OF THE ISLAMIC MULTIDIMENSIONAL POVERTY INDEX (I-MPI) MODEL BASED ON MAQASID SYARIAH (OBJECTIVES OF SYARIAH) IN KELANTAN. | HEAD | UMK-FUND | 2020 2. EXPLORING THE DETERMINANTS OF COMMUNITY WELL BEING IN ENDEMIC PERIOD: A COMPARISON STUDY BETWEEN RURAL AND URBAN COMMUNITY | MEMBER | GRANT(I/A) | 2022 3. KAJIAN KHAS :IMPLIKASI PERINTAH KAWALAN PERGERAKAN (PKP) [COVID-19] KE ATAS SOSIO EKONOMI RAKYAT MALAYSIA. | MEMBER | SGJP | 2020 4. KAJIAN KHAS :IMPLIKASI PERINTAH KAWALAN PERGERAKAN (PKP) [COVID-19] KE ATAS SOSIO EKONOMI RAKYAT MALAYSIA. | MEMBER | UMK | 2020 5. KAJIAN PRA INDEKS KESEJAHTERAAN KELUARGA (IKK) PROGRAM PEMERKASAAN KELUARGA DAN KOMUNITI (FACE) FASA 4.0 DI KAMPUNG KAJANG SEBIDANG, TUMPAT, KELANTAN | MEMBER | FRGS | 2020 6. KAJIAN PRA INDEKS KESEJAHTERAAN KELUARGA (IKK) PROGRAM PEMERKASAAN KELUARGA DAN KOMUNITI (FACE) FASA 4.0 DI KAMPUNG KAJANG SEBIDANG, TUMPAT, KELANTAN | MEMBER | FRGS | 2020 7. KONSORTIUM KECEMERLANGAN PENYELIDIKAN 2020 | MEMBER | KKP | 2020 8. KONSORTIUM KECEMERLANGAN PENYELIDIKAN 2020 | MEMBER | KKP | 2023 9. STRESSORS AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL SECTOR EMPLOYEES DURING COVID19 PANDEMIC | MEMBER | FRGS | 2021 10. STRESSORS AND INTEGRATIVE COPING APPROACH TO MAINTAIN MENTAL WELLBEING AMONG HOTEL SECTOR EMPLOYEES DURING COVID19 PANDEMIC | MEMBER | FRGS | 2023 11. THE RELATIONSHIP BETWEEN HEALTH LITERACY AND PATIENTS' COMMUNICATION COMPETENCE AMONG KELANTANESE | MEMBER | UMK-FUND | 2020 12. THE INFLUENCE OF ATTITUDE, SOCIAL AND PERCEIVED BEHAVIORAL CONTROL TOWARD VOLUNTEER TOURISM AWARENESS AMONG YOUTH IN SABAH | MEMBER | UMK-FUND | 2022
SUPERVISION	• **MEASURING THE IMPACT OF ¿BENEFIDONORS¿ IN ISLAMIC SOCIAL FINANCIAL ECOSYSTEM UTILISING THE DIGITAL PLATFORM IN ENHANCING THE COMMUNITY DEVELOPMENT** | CO SUPERVISOR FOR A PHD'S STUDENT • **SIGNIFICANCE CHARACTERISTICS OF GREY TOURISM IN MALAYSIA** | CO SUPERVISOR FOR A MASTER'S STUDENT • **THE SOCIO ECONOMIC IMPACTS OF TOURISM ON COMMUNITY RESIDENT QUALITY OF LIFE AND THEIR SUPPORT FOR DEVELOPMENT OF TOURISM: A CASE STUDY OF THREE TOURIST ATTRACTIONS IN THE SOUTH-WEST REGION OF NIGERIA** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **THE SOCIOECONOMIC IMPACTS OF TOURISM ON COMMUNITY RESIDENT'S QUALITY OF LIFE AND THEIR SUPPORT FOR DEVELOPMENT OF TOURISM: A CASE STUDY OF THREE TOURIST ATTRACTIONS IN THE SOUTH WEST REGIONS OF NIGERIA** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: INTEGRATED SULAM PROFILING PLATFORM FOR STUDENTCOMMUNITY LEARNING EXPERIENCE ENHANCEMENT (INSPRO) Award: GOLD Role: Member Exhibition Name: International Putra InnoCreative Carnival in Teaching and Learning (I-PICTL) 2023 • Product Name: TRACING AND EMPOWERMENT OF ORANG ASLI COMMUNITY IN ROYAL BELUM STATE PARK VIA WORLD HERITAGE VOLUNTEER (WHV) PROGRAMME Award: GOLD Role: Member Exhibition Name: SULAM Innovate Showcase and Symposium (SUISS 2023) • Product Name: FACTORS OF MALNUTRITION AMONG CHILDREN IN MALAYSIA Award: SILVER Role: Member Exhibition Name: HoTWeC 5.0 • Product Name: JAMBOARD IN FINANCIAL MANAGEMENT: ENGAGED AND ENHANCED STUDENT¿S PERFORMANCE Award: SILVER Role: Member Exhibition Name: CRI2021 • Product Name: DETERMINING THE FACTORS OF OBESITY DISEASE AMONG UNDERGRADUATE STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS. Award: SILVER Role: Member Exhibition Name: HoTWeC 5.0 • Product Name: INADEQUATE SLEEP SIGNIFICANTLY AFFECTS OBESITY AMONG UMK UNDERGRADUATE STUDENTS IN CITY CAMPUS Award: SILVER Role: Member Exhibition Name: HoTWeC 5.0 • Product Name: VIRTUAL WHITEBOARD USING JAMBOARD, CALCULATE AND MODEL WILL NO LONGER BE BORED Award: SILVER Role: Member Exhibition Name: Teaching Enhancement & Learning Innovation Carnival 2020 • 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: HOWT GAMESROLL Award: BRONZE

	Role: Member Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 4.0 • Product Name: EAZYFISHING Award: BRONZE Role: Member Exhibition Name: Carnival of Research and Innovation (CRI 2022) Special Edition

D. CONSULTATION

CONSULTATION(S)	1. 3 RD ASIA PACIFIC REGIONAL CONFERENCE ON FOOD SECURITY (ARCOFS 2021) | MEMBER | 2021

E. COMMUNITY SERVICES

COMMUNITY SERVICES	