ENCIK MUHAMMAD FIRDAUS BIN BIDIN (01904A)
PENSYARAH UNIVERSITI (KONTRAK)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: mfirdaus.b@umk.edu.my
Tel:

Scopus ID: **57212028428**
Google Scholar: **gG0NgoAAAAAJ**

A. PERSONAL DETAILS

UMK JOIN DATE	09-Jun-2021
DATE OF APPOINTMENT FOR CURRENT POSITION	
DATE OF CONFIRMATION FOR CURRENT POSITION	
EDUCATION(S)	• **(2008) UNIVERSITI ISLAM ANTARABANGSA MALAYSIA** IJAZAH SARJANA UNDANG-UNDANG PERBANDINGAN • **(2007) UNIVERSITI ISLAM ANTARABANGSA MALAYSIA** IJAZAH SARJANA MUDA IJAZAH SARJANA MUDA UNDANG-UNDANG SYARIAH • **(2006) UNIVERSITI ISLAM ANTARABANGSA** IJAZAH SARJANA MUDA UNDANG - UNDANG • **(1999) KOLEJ ISLAM SULTAN ALAM SHAH** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	• LEGAL ASSOCIATE | MESSRS TAY & PARTNERS 17-May-2008 - 31-Dec-2009 • LEGAL ASSOCIATE | MESSRS SHUKOR BALJIT & PARTNERS 01-Feb-2010 - 31-Jul-2009 • LEGAL ASSOCIATE | MESSRS WANG KUO SHIN & CO 01-Aug-2010 - 31-Dec-2010 • PENSYARAH DS45 | SCHOOL OF LAW, UNIVERSITI UTARA MALAYSIA 03-Jan-2011 - 31-Jan-2020
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT20203 - BUSINESS LAW • HPT20403 - ENTERPRISE MANAGEMENT • HPT40108 - INDUSTRIAL TRAINING • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II)

C. RESEARCH AND DEVELOPMENT

	1. Mohamad Pirdaus Yusoh, Muhammad Fuad Abdullah, Nik Alif Amri Nik Hashim, Nurhazliyana Hanafi, Muhammad Firdaus Bidin, Mohamad Hafis Simin. (2025-12). Domestic Tourist Perceptions of Social Carrying

JOURNAL(S)	Capacity: Implications for Sustainable Tourism Management in Pangkor Island, Perak. Journal of Tropical Resources and Sustainable Science , Vol. 13(3) , pp. 195 - 202. https://doi.org/10.47253/jtrss.v13i3.2019 2. Patwary, A. K, Parvez, M.O, Zaimatul Awang, Muhammad Firdaus Bidin. (2025-07). Navigating Financial Performance in the Culinary Industry: Does Web 2.0 Matter?. JOURNAL OF CULINARY SCIENCE & TECHNOLOGY , Vol. 23(4) , pp. 955-973. https://doi.org/10.1080/15428052.2024.2361693 3. Muhammad Nazrul Ikhram, Mohamad Pirdaus Yusoh, Aikal Liyani Mohd Rasdi, Mohamad Hafis Amat Simin, Muhammad Firdaus Bidin. (2025-12). Kesedaran dan Pengetahuan Digitalisasi dalam Perkhidmatan Homestay Komuniti di Kampung Mesilou, Kundasang. Quantum Journal of Social Sciences and Humanities (QJSSH) , Vol. 6 (6) , pp. 513-524. https://doi.org/10.55197/qjssh.v6i6.977 4. MUHAMMAD FIRDAUS BIDIN, AIKAL LIYANI MOHD RASDI, Nik Alif Amri Nik Hashim, MUHAMAD NASYAT MUHAMAD NASIR, Zaimatul Awang, Mohd Hakam Nazir, Nur Farihin Abd Hadi Khan. (2025-01-05). AI and Sustainable Economic Development: Balancing Growth and Responsibility. South Eastern European Journal of Public Health , Vol. XXVI, S1,2025 , pp. 106-111. https://doi.org/10.70135/seejph.vi.3336 5. Muhammad Firdaus Bidin, María Teresa Espinosa-Jaramillo, Diana Carolina Castillo Martínez, Nik Alif Amri Nik Hashim, Sadhna Chauhan, Sayali Karmode. (2024-06). Adaptive Supply Chain Risk Management Using AI Mitigating Disruptions and Enhancing Resilience in the Post-Pandemic Era. Tuijin Jishu/ Journal of Propulsion Technology , Vol. 45(2) , pp. 2655 - 2664. https://doi.org/10.52783/tjjpt.v45.i02.6294
PROCEEDING(S)	1. Muhamad Nasir, Muhamad Nasyat, Ab Ghani, Nur Izzati, Nik Hashim, Nik Alif Amri, Muhammad Firdaus Bidin. (2024). Marketing Strategy: The Roles of Product Pricing, Product Packaging and Perceived Value as Determinants for Consumer Purchasing Behaviour. In "Proceedings Of The 4th International Hospitality Entrepreneurship and Innovation Conference 2024" , pp. 179-190. Politeknik Pariwisata Bali. 2. Binti Azman, Siti Aisyah, Binti Kader Ibrahim, Siti Farzzanah, Binti Rudisham, Siti Sarah Aqilah, Harikrishnan, Harini, Muhammad Firdaus Bidin. (2023-12-01). Awareness and knowledge of social protection among gig workers in Kota Bharu, Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1469-1482. Faculty of Hospitality, Tourism and Wellness. 3. Muhamad Nasyat Muhamad Nasir, Muhammad Firdaus Bidin. (2023). Proposing a Conceptual Framework of Domestic Tourists¿ Preferences of Holiday Destination to Maintain Sustainability of Travel-related Business During Covid-19 Endemic. In Proceeding Seminar on Law and Society 2022 (SOLAS VI) , pp. 94-97. School of Law, UUM College of Law, Government and International Studies Universiti Utara Malaysia, 06010 UUM Sintok Kedah Darul Aman, Malaysia. 4. Muhammad Zuhaili Abdul Jaabar, Muhammad Naqiudin Husna Md Liza, Muhammad Afiq Aliff Zolkofle, Muhammad Syahmi Afkar Mohamad Fauzi, Muhammad Firdaus Bidin. (2023). Political Awareness and Knowledge Amongs Student in University Malaysia Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellnes , pp. 1510-1518. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 5. Nurfarahim Mohd Zuki, Aiman Insyirah Kharudin, Ain Sabrina Azmi, Malini A/P Baloo, Muhammad Firdaus Bidin. (2023). Awareness and Knowledge of Academic Burnout among Student in University Malaysia Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1498-1509. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 6. Mohamad Ramzi Ab.Rahim, Muhammad Nizamuddin Shaharudin, Nur Syuhada Ahmad, Nor Nabiha Zakaria, Muhammad Firdaus Bidin. (2023). Awareness and Knowledge of Right to Disconnect After Work among Lecturers in Universiti Malaysia Kelantan (Kota). In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1483-1497. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 7. Muhamad Nasyat Muhamad Nasir, Muhammad Firdaus Bidin. (2023). Proposing a Conceptual Framework of Domestic Tourist's Preferences of Holiday Destination to Maintain Sustainability of Travel Related Business During Covid-19 Endemic. In Seminar on Law and Society 2022 (SOLAS VI) , pp. 94-97. SCHOOL OF LAW, UUM. 8. Nor Mazatul Akmal Binti Mohamed, Nor Nabihah Binti Harun, Muhammad Hisam Bin Haili, Sita Dewi a/p Veera Kumar, MUHAMMAD FIRDAUS, BIN BIDIN. (2022). FAST-FOOD CONSUMPTION AMONG STUDENTS IN UNIVERSITY MALAYSIA KELANTAN (CAMPUS KOTA). In E - PROCEEDING HOTWEC 6.0 , pp. 541-552. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 9. Nor syazwani binti nordin, Vaneesa Bibi Anak Juti, Nor Syafirah, Muhammad Nasrul Akimie Bin Zakaria, MUHAMMAD FIRDAUS, BIN BIDIN. (2022). MISUSED HALAL LOGO IN RESTAURANT IN SEREMBAN, NEGERI SEMBILAN. In E - PROCEEDING HOTWEC 6.0 , pp. 553-558. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 10. Nor Aziean binti Alias, Nor Faznina binti Hashim, Muhammad Haris Danial bin Sawani@Saidulahad, Seek Zhi Wei, MUHAMMAD FIRDAUS, BIN BIDIN. (2022). MALNUTRION AND ITS CONSEQUENCES AMONG UNIVERSITY MALAYSIA KELANTAN CITY CAMPUS STUDENTS: THE QUALITATIVE ANALYSIS. In E - PROCEEDING HOTWEC 6.0 , pp. 532-540. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.
BOOK(S)	
CHAPTER(S)	1. Seid N., Zainuddin, S. A., Zaib S.Z.M, Hashim N.A.A.N., Bidin, M. F., Hanafi W.N.F.B.W., Husin H.S.. (2024). Unveiling Trends: Bibliometric Insights into Technology Adoption Among Micro, Small, Medium Enterprises. In Technology-Driven Business Innovation: Unleashing the Digital Advantage (pp. 431 - 441). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-62656-2_38
OTHER(S)	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, 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. 2. Nor Dalila Marican, Mohd Hakam Nazir, Muhammad Firdaus Bidin. (2025-11). Wellness Tourism: Trends and Prospects of Shari¿ah Compliant Spas in Malaysia. Faculty of Management Studies Sabaragamuwa University of Sri Lanka.

	3. Nik Alif Amri Nik Hashim, Muhammad Firdaus Bidin, Norizan Musa. (2024-12-01). Mid-Autumn Festival: A Chinese Ethnic Heritage in Malaysia. Sabaragmuwa University of Sri Lanka. 4. Muhamad Nasyat Muhamad Nasir, Muhammad Firdaus Bidin, Norizan Musa. (2024-01-01). Kelantan as the Real Cradle of Malay Heritage. Department of Tourism Management Faculty of Managemant Studies Sabaragamuwa University of Sri Lanka. 5. Abdullah Muhamed Yusoff, Zaimatul Awang, Muhammad Firdaus Bidin. (2022-12). Communication Skills in the Hospitality Industry. Tourism in Paradise.
RESEARCH(S)	1. THE INFLUENCE OF FINANCIAL PROBLEMS, ACADEMIC WORKLOAD, AND LEARNING ENVIRONMENT DEPRESSION AMONG UNIVERSITY STUDENT IN KUALA LUMPUR | HEAD | UMK-FUND | 2022 2. THE INFLUENCE OF ATTITUDE, SOCIAL AND PERCEIVED BEHAVIORAL CONTROL TOWARD VOLUNTEER TOURISM AWARENESS AMONG YOUTH IN SABAH | MEMBER | UMK-FUND | 2022
SUPERVISION	• **SIGNIFICANCE CHARACTERISTICS OF GREY TOURISM IN MALAYSIA** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: CAMPING BOX SET Award: GOLD Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 5.0) • Product Name: DYNAMIC PICNIC BASKET Award: SPECIAL Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 6.0) • Product Name: CAMPING BOX SET Award: SPECIAL Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 5.0) • Product Name: MY ESCAPADE Award: SILVER Role: Member Exhibition Name: VIRTUAL RESEARCH AND INNOVATION UNIMAP (EREKA) 2022 • Product Name: SPINACH CRACKER Award: SILVER Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 6.0) • Product Name: DEVELOPING A CONCEPTUAL MODEL OF DESTINATION LOYALTY: A MULTI STAGE OF PARALLEL MEDIATORS Award: SILVER Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION 2022 • Product Name: Smart Jacket Award: SILVER Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) • Product Name: DECO ART LAMPP Award: SILVER Role: Head Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEUSHIP EXHIBITION • Product Name: DYNAMIC PICNIC BASKET Award: SILVER Role: Member Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 6.0) • Product Name: Tech Hotel Award: BRONZE Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) • Product Name: TRAVEL FOR COFFEE Award: BRONZE Role: Head Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION (CRI 2022)

D. CONSULTATION

CONSULTATION(S)	1. PROJEK PERUNDINGAN TOK MAN IN LANGKAWI | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	