DR. NORSURIANI BINTI SAMSUDIN (01993A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: norsuriani.s@umk.edu.my
Tel:

Scopus ID: **57218562240**
Google Scholar: **wpH-UXsAAAAJ**
WOS: **Norsuriani Samsudin**

A. PERSONAL DETAILS

UMK JOIN DATE	29-Jan-2023
DATE OF APPOINTMENT FOR CURRENT POSITION	01-Nov-2023
DATE OF CONFIRMATION FOR CURRENT POSITION	28-May-2025
EDUCATION(S)	• **(2023) UNIVERSITI SAINS MALAYSIA** IJAZAH DOKTOR FALSAFAH • **(2018) UNIVERSITI SAINS MALAYSIA** IJAZAH SARJANA SAINS SAINS SUKAN • **(2017) UNIVERSITI SAINS MALAYSIA** IJAZAH SARJANA MUDA SAINS KESIHATAN • **(2011) SEK MEN KEB PANJI KOTA BHARU** SPM
GROUP OF EXPERTISE	• Sports Nutrition (F0704100108) • Sports Physiology (Including Exercise Physiology) (F0704100102)
AWARD(S)	• Award Name: **MAJLIS ANUGERAH PERKHIDMATAN CEMERLANG (APC) TAHUN 2024 (2025)** Awarded by: UNIVERSITI MALAYSIA KELANTAN
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPI40107 - MANAGEMENT & ADMINISTRATION • HPI40207 - SYSTEM APPLICATION • HPI40307 - CUSTOMER SERVICE • HPI40407 - SERVICE QUALITY • HPT30103 - RESEARCH METHODOLOGY • HPT30303 - PRODUCT INNOVATION • HPT40108 - INDUSTRIAL TRAINING • HPTD2024 - RESEARCH METHODS FOR DOCTORAL DEGREE • HPTM2024 - RESEARCH METHODS FOR THE MASTER'S DEGREE • HWF40103 - PERIODISATION EXERCISE • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWS40103 - CORPORATE RELATIONSHIP IN SPA SECTOR

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Lee Wan Zhen, Norsuriani Samsudin, Hairul N.A.N.B.M., Asri N.A.S.B.M.A., Hawari N.B.A., Ramli R.B.M., Zamri I. M.S.B.M., Mahadeva S., Mahadeva Rao U.S.. (2026). Role of Sulam-integrated Volunteer Initiatives in Promoting child Health And Well-being: A Community-based Evaluation. Research Journal of Pharmacy and Technology , Vol. 19(2) , pp. 984-988. https://doi.org/10.52711/0974-360X.2026.00139 2. Nurul Hafizah Mohd Yasin, Norsuriani Samsudin, Mazne Ibrahim, Siti Zamanira Mat Zaib, Nor Syuhada Zulkefli, Nur Dalila Mat Yusoff. (2025-12). Sustainable consumption in practice: exploring green product purchase intentions among Malaysian adults. Journal of Tropical Resources and Sustainable Science , Vol. 13(Special Issue) , pp. 87-94. 3. Nurul Hafizah Mohd Yasin, Norsuriani Samsudin, Nurashikin A. Ridzuan, Mohd Firdaus Mohd Nasir, Norizan Musa, Syarizal Abdul Rahim. (2025-12). Sustainable dining revisited: exploring consumer intentions towards green restaurants in Malaysia. Journal of Tropical Resources and Sustainable Science , Vol. 13(2) , pp. 294-302. https://doi.org/10.47253/jtrss.v13i2.1940 4. Norsuriani Samsudin, Nur Syamsina Ahmad, Foong Kiew Ooi, Azidah Abdul Kadir, Nur Karyatee Kassim. (2025). Determinants of energy availability and nutrient intakes among overweight and obese Malaysian adults during COVID-19 lockdown: A cross-sectional study. Malaysian Journal of Nutrition , Vol. 31(1) , pp. 087-099. https://doi.org/10.31246/mjn-2024-0062 5. Norsuriani Samsudin, Nur Syamsina Ahmad, Foong Kiew Ooi, Azidah Abdul Kadir, Nur Karyatee Kassim. (2025). L-Carnitine Supplementation and Moderate-Intensity Exercise Enhanced Bone Metabolism Markers and Muscular Performance in Individuals with Overweight and Obesity. Annals of Applied Sport Science , Vol. 13(1) . https://doi.org/10.61186/aassjournal.1453 6. Yasin, N.H.M., Shalifullizam, N. I. F. C., Samsudin, N., Halim M.H.A., Nadeson, M. V., Zamri, A. N. M.. (2024-07). Predicting the Intention to Use Mobile Health Applications Among Young Adults in Malaysia. Journal of Advanced Research in Applied Sciences and Engineering Technology , Vol. 37(2) , pp. 48-57. https://doi.org/10.37934/araset.37.2.4857 7. Adanan, N.F.A, Ooi, F.K, Samsudin, N.. (2024). Physiological Profiles of Male Adolescents in Kelantan, Malaysia Practicing Taekwondo and Wushu. Malaysian Journal of Medical Sciences , Vol. 31(4) , pp. 174 - 184. https://doi.org/10.21315/mjms2024.31.4.14 8. Nurul Hafizah Mohd Yasin, Noor Raihani Zainol, Norsuriani Samsudin, Nur Hafizah Muhammad, Nursalihah Ahmad Raston, Siti Rohana Mohamad. (2026). Exploring the Influential Factors Shaping Household Food Waste Management Behaviour. Journal of Advanced Research Design , Vol. 140(1) , pp. 161-175. https://doi.org/10.37934/ard.140.1.161175 9. Norsyamlina Che Abdul Rahim, Norsuriani Samsudin, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Mohd Hakam Nazir. (2025-12). Healing Women, Building Futures: The Social Entrepreneurship of Purut Therapy Centre. International Journal of Entrepreneurship Case Study , Vol. 4(2) , pp. 69-75. https://doi.org/10.51471/7jb1w179 10. Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Mohd Hakam Nazir. (2025-12). Revitalizing Tradition in Modern Postnatal Healing: A Case Study of BabyMom Confinement Centre. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 91-100. https://doi.org/10.51471/9b920698 11. Mohd Hakam Nazir, Norsuriani Samsudin, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Norsyamlina Che Abdul Rahim. (2025-12). Innovating Postnatal Care in Malaysia: A Case Study of Roseville Confinement Centre. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 84-91. 12. Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Mohd Hakam Nazir. (2025-12). Redefining Confinement Care: The Entrepreneurial Journey of D¿Lina Spa & Wellness. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 47-57. https://doi.org/10.51471/bg2dwr65 13. Ahmad Faezi Ab. Rashid, Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Mohd Hakam Nazir. (2025). From Smart Street Lady to Smart Businesswoman: Fabulous Story of Zuzana Postnatal Care & Beauty House. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(2) , pp. 105-110. https://doi.org/10.51471/5bvj5029 14. Haziaty Md. Hidzir, Foong Kiew Ooi, Chee Keong Chen, Mohd Nidzam Mat Jawis, Siti Nur Farhana Asri, Muhammad Amrun Haziq Abidin, Norsuriani Samsudin. (2024-12-28). Aerobic and Wingate anaerobic capacities, range of motion and muscular performance of adolescent Malaysian male volleyball and sepak takraw players. , Vol. 13(2) , pp. 97-103. https://doi.org/10.4103/mohe.mohe_15_24 15. Siti Nur Farhana Asri, Foong Kiew Ooi, Chee Keong Chen, Mohd Nidzam Mat Jawis, Haziaty Md Hidzir, Norsuriani Samsudin, Muhammad Amrun Haziq Abidin. (2024). Comparison of Isokinetic Muscular Peak Torque And Power, Bone Speed of Sound and Body Composition Among Malaysian Adolescent Male Sepak Takraw Players, Volleyball Players and Sedentary Individuals. Malaysian Journal of Sport Science and Recreation (MJSSR) , Vol. 20(2) , pp. 1-13. https://doi.org/10.24191/mjssr.v20i2.3038 16. Norsyamlina Che Abdul Rahim, Mohd Hakam Nazir, Norsuriani Samsudin, Dzulkifli Mukhtar. (2024). Beauty, Brains, and Business: The Inspiring Journey of Hannan Medispa. International Journal of Entrepreneurship Case Study (IJECS) , Vol. 3(2) . https://doi.org/10.51471/ijecs.v3i2.1496
	1. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin, Roslizawati Che Aziz, Norizan Musa, Norsyamlina Che Abdul Rahim. (2025-12). Empowering Communities Through Wellness: A SPA Therapy Skills Program for Kuala Krai Community. In SULAM Innovate Showcase and Symposium (SUISS 2025) , pp. 77-80. UMK Press. 2. Roslizawati Che Aziz, Norsuriani Samsudin, Fauzan Hafiz Muhammad Safri, Norsyamlina Che Abdul Rahim, Mohamad Khairi Alwi, Hazi Hafizah Usolludin, Hasmiyaton Jamaluddin, Meltina Masanti, Tshin Lip Vui, Amzari Abu Bakar. (2025). E-Proceeding Outdoor Recreation and Adventure Tourism (OUTREC' 2024). In Outdoor Recreation and Adventure Tourism Symposium 2024 (OUTREC' 2024) , pp. 1-269. Ricom Trading. 3. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin. (2025). Empowering Health Through Outdoor Recreational Education: A Conceptual Study on Physical and Mental Benefits. In Outdoor Recreation and Adventure Tourism Symposium 2024 (OUTREC' 2024) , pp. 22-26. Ricom Trading. 4. Divyashini Murugan, Muhamad Farizal Azanie Ramli, Nur Najiha Mirza Ahmad Syarafi, Wan Nur Halimatul Saadiah Wan Manan, Norsuriani Samsudin. (2024-12-22). Determinants of Dietary Practices among FHPK Students at Universiti Malaysia Kelantan. In Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 151-158. UMK Press. 5. Nur Atiqah Ahmad Shaiful, Nasaruddin A. Besar, Luqman Hakim Mohd Khatim, Muhammad Ikhwan Nor Salim, Norsuriani Samsudin. (2024-12-22). Understanding Mental Health Determinants among FHPK Students: A Study

PROCEEDING(S)	at Universiti Malaysia Kelantan. In Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 159-168. UMK Press. 6. Muhammad Haiqal Azri Azhar, Muhammad Zikhrullah Zaito, Nur Sabrina Maisara Basir, Nur Ain Nadirah Aji, Norsuriani Samsudin. (2024-12-22). Exploring the Impact of Service Quality on Student Satisfaction: A Study of FHPK Students at Universiti Malaysia Kelantan. In Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 169-177. UMK Press. 7. Aiman Hakimi Mohd Razali, Zakiah Deraman, Siti Aisyah Fasihah Che Su, Yusizzatul Izzah Yusri Affandy, Farah Amni Jazleena Jasni, Muhammad Amirul Mukmin Adnan, Muhammad Danish Azlan, Kiirthana Ratnam, Nur Shuhada Abdul Kadir, Nur Amalina Mat Daud, Norsuriani Samsudin. (2024-12-15). Sustainable Tourism Project at Kundur Beach (Projek Kelestarian Pelancongan Pantai Kundur). , pp. 59-62. UMK Press. 8. 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. 9. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin, Norsyamlina Che Abdul Rahim. (2024). The Impacts of Implementing SULAM on The Student's Academic Development and Interpersonal Skills: From Classes into Practices. In E-Proceeding of the 2nd SULAM Innovate Showcase and Symposium (SUISS 2024) . 10. Siti Fatimah Sa¿at, Norsyamlina Che Abdul Rahim, Norsuriani Samsudin, Siti Selihah Che Hasan, Norizan Musa, Mazlinda Musa. (2024). Navigating Leadership: Unravelling The Impact of Leadership Styles on Nurses Motivation Scores in Healthcare Settings. In e-PROCEEDING GLOBAL WELLNESS CONFERENCE (GLOW 2024) , pp. 24-31. Faculty of Hospitality, Tourism and Wellness (FHPK) and UMK Press. 11. Samsudin, N., Nurul Hafizah Mohd Yasin, Siti Selihah Che Hasan, Norizan Musa. (2024). Revolutionizing Waste into Stick Mobility Bars: A Sustainable Approach to Enhancing Long-Term Health. In APS Proceedings , pp. 104-108. Academica Press Solution. https://doi.org/DOI: 10.5281/zenodo.12797621 12. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin, Norizan Musa, Siti Selihah Che Hasan, Norsyamlina Che Abdul Rahim. (2024). Customer spending behavior in visiting wellness SPA: Proposed research framework. In e-PROCEEDING GLOBAL WELLNESS CONFERENCE 2024 , pp. 45-50. Faculty of Hospitality, Tourism and Wellness (FHPK) and UMK Press.
BOOK(S)	1. Norsuriani Samsudin, Norsyamlina Che Abdul Rahim, Lee Wan Zhen, Derweanna Bah Simpong, Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid. (2026-08). Modul Latihan Pembangunan Komuniti Lestari melalui Industri Spa dan Kesejahteraan. Ricom Trading. 2. Roslizawati Che Aziz, Norsuriani Samsudin, Siti Fathihah Abd Latif, Abdullah Muhamed Yusoff, Nurul Hafizah Mohd Yasin, Luqman Abu Bakar. (2024-12-11). e-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024) - SULAM Project/ SULAM Concept. UMK Press. 3. Roslizawati Che Aziz, Norsuriani Samsudin, Siti Fathihah Abd Latif, Abdullah Muhamed Yusoff, Nurul Hafizah Mohd Yasin, Luqman Abu Bakar. (2024). E-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024). UMK Press. 4. Norsuriani Samsudin. (2024). Series 1:Exercise For Pregnant Women (First Trimester). 5. Norsuriani Samsudin. (2023). Mudahnya senaman: khas kepada berlebihan berat badan dan obes. iPRO Publication.
CHAPTER(S)	1. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin, Norizan Musa, Norsyamlina Che Abdul Rahim. (2025-12). Exploring Customer Spending Behavior in Visiting Wellness Spa: Application Extended Stimulus-Organism-Response (SOR) Theory. In Technology and Entrepreneurship: Systems Driving Innovation (Studies in Systems, Decision and Control) (pp. 689¿698). Springer Nature Switzerland AG. https://doi.org/10.1007/978-3-031-91424-9_58 2. Norsyamlina Che Abdul Rahim, Norsuriani Samsudin. (2025-11). Chapter 5: Emotional Wellness. In The Modern Wellness Industry: Navigating Innovation for Lifelong Well-Being (pp. 47-57). iPRO Designer. 3. Samsudin, N., Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Fauzan Hafiz Muhammad Safri, Norizan Musa. (2025). A Study on the Evolution and Future Potential of Postnatal Programs as Part of Tourism Services: A Narrative Review. In Studies in Systems, Decision and Control (pp. 857 - 866). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_74 4. Sa¿at, Siti Fatimah, Norsyamlina Che Abdul Rahim, Norsuriani Samsudin, Siti Selihah Che Hasan, Norizan Musa, Musa, Mazlinda. (2025). Leadership Paradigms and Nurse Motivation: A Comparative Analysis in Healthcare Contexts. (pp. 105 - 115). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_10 5. Norsuriani Samsudin, Nurul Hafizah Mohd Yasin, Norizan Musa, Siti Selihah Che Hasan, Norsyamlina Che Abdul Rahim. (2025). A Proposed Framework on Customer Spending Behaviour in Visiting Wellness Spa. In Studies in Systems, Decision and Control (pp. 263 - 271). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_23 6. Norsuriani Samsudin, Norsyamlina Che Abdul Rahim. (2025). Chapter 4: Intellectual Wellness. In The Modern Wellness Industry: Navigating Innovation for Lifelong Well-Being (pp. 38-46). iPRO Designer. 7. 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
OTHER(S)	1. Norsuriani Samsudin. (2025-12). Program Monsoon Beach Challenge 2025: Platform Gaya Hidup Sihat dan Pembelajaran Berimpak Tinggi. Faculty of Hospitality, Tourism and Wellness & Centre for Academic Excellence and Development, UMK. 2. 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.

RESEARCH(S)	1. EXPLORING CONSUMER SPENDING BEHAVIOUR IN VISITING WELLNESS SPA IN MALAYSIA | HEAD | UMK-FUND | 2023 2. PROJEK PENYELIDIKAN DAN PENGKORMESIALAN IBU CARE AND WELLNESS CENTRE | MEMBER | UMK-COM | 2023
SUPERVISION	• **Entrepreneurial Strategies Factors Determining Green Product Purchase Intentions In Malaysia** | CO SUPERVISOR FOR A MASTER'S STUDENT • **The Effect Of Plyometric Jump Training On Body Composition, Aerobic And Anaerobic Performance, Muscular Strength And Power Among Young Inactive Individuals** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: Klik Travel.com as a solution for healing happiness Award: SILVER Role: Member Exhibition Name: GLOBAL TOURISM INNOVATION CHALLENGE 2023 • Product Name: DEVELOPMENT OF GLOWYBEE ANTI ACNE BOOSTER SERUM FOR COMMERCIALIZATION Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) 2023 • Product Name: STICK MOBILITY CHAIR-BASED EXERCISES PROMOTING HEALTHY LIFESTYLE AMONG OVERWEIGHT AND OBESE PEOPLE Award: BRONZE Role: Head Exhibition Name: International Research and Innovation Competition (InaRIC) 2023

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	