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A. PERSONAL DETAILS

UMK JOIN DATE	05-Feb-2023
DATE OF APPOINTMENT FOR CURRENT POSITION	01-Apr-2005
DATE OF CONFIRMATION FOR CURRENT POSITION	20-Oct-2024
EDUCATION(S)	• **(2021) UNIVERSITI SAINS MALAYSIA** IJAZAH DOKTOR FALSAFAH KESIHATAN WANITA • **(2012) UNIVERSITI KEBANGSAAN MALAYSIA** IJAZAH SARJANA KOMUNITI PEMAKANAN • **(2002) UNIVERSITI KEBANGSAAN MALAYSIA** IJAZAH SARJANA MUDA SAINS MAKANAN DAN PEMAKANAN • **(1997) KOLEJ ISLAM SULTAN ALAM SHAH** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **ANUGERAH JASA BAKTI (AJB) TAHUN 2025 (2026)** Awarded by: UNIVERSITI MALAYSIA KELANTAN • Award Name: **MAJLIS ANUGERAH PERKHIDMATAN CEMERLANG (APC) TAHUN 2024 (2025)** Awarded by: UNIVERSITI MALAYSIA KELANTAN
WORKING EXPERIENCE(S)	• Graduate Research Assistant | Universiti Putra Malaysia 01-May-2002 - 30-Mar-2005 • Nutrition Officer | Perlis State Health Department 01-Apr-2005 - 01-Jan-2007 • Nutrition Officer | Institute for Public Health 01-Jan-2007 - 01-May-2010 • Nutrition Officer | Nutrition Division 01-Aug-2012 - 30-Dec-2014 • Nutrition Officer | Selangor State Health Department 01-Jan-2015 - 21-May-2015 • Nutrition Officer | Ministry of Health Malaysia 23-Aug-2019 - 04-Feb-2023
PROFESSIONAL MEMBERSHIP(S)	• PERSATUAN BADAN BERKANUN MALAYSIA | MEMBER | NATIONAL 03-Dec-2025 - 03-Dec-2124 • PERSATUAN BADAN BERKANUN MALAYSIA | MEMBER | NATIONAL 03-Dec-2025 - 03-Dec-2124 • PERSATUAN BADAN BERKANUN MALAYSIA | MEMBER | NATIONAL 03-Dec-2025 - 03-Dec-2026

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPT30303 - PRODUCT INNOVATION • HPT40108 - INDUSTRIAL TRAINING • HWP30102 - WELLNESS RESEARCH PROJECT (I) • HWP40103 - WELLNESS RESEARCH PROJECT (II) • HWT20103 - FOOD AND NUTRITION PRACTICE • HWT20303 - HEALTH PROMOTION AND EDUCATION

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Rahim, N. C. A., Sulaiman, Zaharah, Ismail, Tengku Alina Tengku. (2024). Challenges experienced by induced lactation women in Malaysia: An exploratory qualitative study. PLoS ONE , Vol. 19(1) . https://doi.org/10.1371/journal.pone.0291758 2. Sahril, Norhafizah, Chan, Ying Ying, Ahmad, Noor Ani, Aznuddin Abd Razak, Mohamad, Rezali, Muhammad Solihin, Wahab, Nor'Ain Ab, Azlan Kassim, Mohd Shaiful, Norsyamlina Che Abdul Rahim. (2024). Functional difficulty among children in Malaysia ¿ findings from the National Health and Morbidity Survey (NHMS) 2019. Journal of Health, Population and Nutrition , Vol. 43(1) . https://doi.org/10.1186/s41043-024-00677-2 3. Salleh, R., Ahmad, M. H., Cheong Siew Man, Wong, N. I., Sallehuddin, S. M., Palaniveloo, L., Rahim, N. C. A., Baharudin, A., Saad, H. A., Omar, M. A., Ahmad, N. A.. (2023). Risk Factors Associated with Underweight Children Under the Age of Five in Putrajaya, Malaysia: A Case-Control Study. Jurnal Gizi dan Pangan , Vol. 18(2) , pp. 89-98. https://doi.org/10.25182/jgp.2023.18.2.89-98 4. Mohamad Hasnan A., Norsyamlina C.A.R, Cheong S.M., Ruhaya S., Munawara P., Wan Shakira R.H., Shubash S.G., Khairul Hasnan A., Noor Ani A.. (2023). Ever-never heard of 'Malaysian Healthy Plate': How many people know and practice this healthy eating concept?. PLoS ONE , Vol. 18(7) . https://doi.org/0.1371/journal.pone.0288325 5. Razak S.F.A., Rosli, N. L., Kamis, N. H., Rahim, N. C. A., Abdullah, M. F. A.. (2023). A scoping review on current technology-based approaches to support breastfeeding and informal human milk exchange practices. PLoS ONE , Vol. 18(9) . https://doi.org/10.1371/journal.pone.0290311 6. 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. 7. 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 8. 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 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. 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 11. 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 12. Norsyamlina Che Abdul Rahim, Nor Atikah Mohamad Hamka, Muhammad Ammar Faruq Abu Bakar, Nor Afifah Abd Kader, Evelyn Rovena Edi. (2024). The Customers¿ Perception of Service Quality for Spa Establishments. Journal of Hospitality, Tourism & Wellness Studies , Vol. 1(1) , pp. 12-22. 13. Rahim, N. C. A., Mohamad H.A., Ahmad Ali Z., Nik Adilah S., S Maria A.. (2023). Anaemia Prevalence and Risk Factors in Non-Pregnant Women (NPW) aged 15 to 49 Years: Findings from NHMS 2015.. International Journal of Public Health and Clinical Sciences , Vol. 10(1) , pp. 1-18.
	1. Norsyamlina Che Abdul Rahim, Amzari Abu Bakar, Ahmad Faezi Bin Ab. Rashid, Nor Dalila Marican, Siti Fatimah Binti Abdul Razak. (2026). NUTRI-XR: Immersive VR/AR nutrition kits to prevent obesity. In IUCEL2025 , pp. 505-508. Penerbit UTeM Press. 2. 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. 3. 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. 4. Nurul Syuhada Zainal Abidin, Nur Ain Izzaty Che Yayah @ Ilias, Zarith Sofea Che Shaffie, Ahmad Zulfikri Redzuan, Muhammad Haikal Faizu, MuhammadFirdaus Mohd Nafiah, Zeti Akhtar Azemi, Siti Fatimah Isa, Norsyamlina Che Abdul Rahim. (2024). The System Used by Akademi Nik Rashidin For Volunteerism Participation With The Community. In E-Proceeding of the 2nd SULAM Innovate Showcase and Symposium (SUISS 2024) , pp. 2-7. UMK Press. 5. Norsyamlina Che Abdul Rahim, Ahmad Faezi Bin Ab. Rashid, Amzari Abu Bakar, Nor Dalila Marican, Zuhaizi Abdullah. (2024). NUTRIVERSE: Exploring the Future of Nutrition Education through Virtual (VR) and Augmented Realities (AR). In INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL 2024) , pp. 21-23. Pusat Pengajaran & Pembangunan Kurikulum (Pengajaran-UKM).

PROCEEDING(S)	6. 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) . 7. Muhammad Zahirulhaq Ronzi, Muhammad Shahrulnizam Samsudin, Wan Aizul Azrin Wan Asri, Nur Atiqah Abdul Wahid, Nur Qasrin Nazifa Mat Nazir, Nurul Natasya Che Rusli, Norsyamlina Che Abdul Rahim. (2024). Effectiveness of Interactive Nutrition Educational Tool on Enhancing Nutrition Knowledge and Awareness in Communities. In E-PROCEEDING SULAM INNOVATE SHOWCASE & SYMPOSIUM (SUISS 2024) SULAM PROJECT , pp. 23-28. UMK Press. 8. Ahmad Faezi Bin Ab. Rashid, Norsyamlina Che Abdul Rahim, Rohana Abdul Jalil. (2024). The Level of Acceptance, Perception, and Awareness of The Malaysian Healthy Plate Among Adults in Malaysia. . 9. Norsyamlina Che Abdul Rahim, Zuliza Mohd Kusrin, Latifah Abdul Majid, Wafaa¿ Yusof, Nor Faizah Ismail. (2024). Amalan Masyarakat Muslim di Malaysia Memilih Pasangan Hidup Berdasarkan Kecantikan dan Kesihatan: Tinjauan Keratan Rentas.. In e-Proceedings of the Global Wellness Conference (GLOW 2024) in conjunction with the National Symposium Wellness Trainer 2024 , pp. 67-73. Faculty of Hospitality, Tourism and Wellness (FHPK) and UMK Press. 10. Zuliza Mohd Kusrin, Latifah Abdul Majid, Nor Faizah Ismail, Norsyamlina Che Abdul Rahim, Roseliza Murni Ab Rahman. (2024). Implikasi Perkahwinan Muslim Tanpa Kafa¿ah Terhadap Keharmonian Keluarga. In e-PROCEEDING GLOBAL WELLNESS CONFERENCE 2024 , pp. 86-93. Faculty of Hospitality, Tourism and Wellness (FHPK) and UMK Press. 11. Seri Syamsidatul Safrun Mohd Thani, Norsyamlina Che Abdul Rahim. (2024). Tinjauan Persepsi Pelanggan Terhadap Pelaksanaan Konsep Spa Mesra Muslim. In e-PROCEEDING GLOBAL WELLNESS CONFERENCE 2024 . Faculty of Hospitality, Tourism and Wellness (FHPK) and UMK Press. 12. 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. 13. 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. 14. Nur Ain Hakimah Kamal, Nur Ain Solehah Ghazali, Nur Athirah Azman, Mohamad Faizhan Mohd Fauzi, Norsyamlina Che Abdul Rahim. (2023). The Factors Influencing Nurses Mental Health in Hospital Raja Perempuan Zainab II (HRPZ II). In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1632-1650. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan.
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. Ruzanifah Kosnin, Fakhitah Ridzuan, Nor Syuhada Zulkefli, Norsyamlina Che Abdul Rahim, Noorul Huda Mohd Razali. (2024-12-11). e-Proceeding SULAM Innovate Showcase & Symposium (SUISS 2024) - Community Project. UMK Press. 3. Norsyamlina Che Abdul Rahim, Ahmad Faezi Bin Ab. Rashid, Amzari Abu Bakar, Nor Dalila Marican. (2024). Healthy Food: Extending students¿ multimodal literacy with AR & VR. Ricom Trading. 4. Khan, N.F.A.H., Razali, N. A. M., Rashid, A. F. A, Ridzuan, N. A., Rahim, N. C. A., Rasdi, A.L.M., Samengon, H., Nazir, Mohd Hakam. (2024). The Art of Product Innovation For Beginners. Ricom Trading. 5. Norsyamlina Che Abdul Rahim. (2024). The Ultimate Cookbook: 20 Effortless Healthy Meals. Ricom Trading. 6. Nurul Hafizah Mohd Yasin, Ahmad Faezi Ab. Rashid, Norsyamlina Che Abdul Rahim. (2023). Fundamentals of Nutrition. iPro Publication.
	1. Siti Afiqah Zainuddin, Nik Malini Nik Mahdi, Norsyamlina Che Abdul Rahim, Wahab R.B.A., Liyana Ahmad Afip, Talha M., Yeo S.F., Zainuddin S.H.B.. (2026). Strategic Agility in Business Models: A Framework for Post-pandemic Recovery. In Intelligent Governance in the Big Data Era (pp. 341-350). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-032-14698-4_32 2. Siti Afiqah Zainuddin, Thoti K.K., Norsyamlina Che Abdul Rahim, Lokman F.Z.A., Yaziz, N.A.M., Talha M., Yeo S. F., Zainuddin S.H.B.. (2026). Blockchain Technology and Financial Reporting: Opportunities and Risks. In Intelligent Governance in the Big Data Era (pp. 351-360). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-032-14698-4_33 3. 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 4. 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. 5. Fakhitah Ridzuan, Hamizan, Nurul Husna Dayini, Nor Alina Ismail, Norsyamlina Che Abdul Rahim. (2025-07-16). Food security and nutrition in sustainable urban development: The role of socioeconomic factors in accessibility, availability, and food pricing. In Intelligent Systems of Computing and Informatics in Sustainable Urban Development (pp. 164 - 181). CRC Press. https://doi.org/10.1201/9781003518396-12 6. Ramlan, Nadiah, Norsyamlina Che Abdul Rahim, Saffinee, Siti Syahiran, Najid, Mohamad Hafizuddin Mohamed. (2025). The Study on Motivation and Emotion Management Among University Students for Time Management Balance. In Studies in Systems, Decision and Control (pp. 523 - 531). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_45 7. 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. 8. Kusrin, Zuliza Mohd, Hamjah, Salasiah Hanin, Norsyamlina Che Abdul Rahim, Alias, Muhammad Nazir, Rahman, Roseliza Murni. (2025). The Perception of the Muslim Community Regarding the Practice of Partner Selection Based on Religious Criteria. In Studies in Systems, Decision and Control (pp. 497 - 512). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_43

CHAPTER(S)	9. 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 10. Ahmad Faezi Bin Ab. Rashid, Norsyamlina Che Abdul Rahim, Rohana Abdul Jalil. (2025). The Level of Awareness, Perception, and Acceptance of the Malaysian Healthy Plate Among Adults in Malaysia. In Studies in Systems, Decision and Control (pp. 273 - 279). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_24 11. 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 12. Majid, Latifah Abdul, Ibrahim, Nurul Suhaida, Norsyamlina Che Abdul Rahim, Kusrin, Zuliza Mohd. (2025). A Comprehensive Review of Scholarly Perspectives on Period Poverty Among Women. In Studies in Systems, Decision and Control (pp. 347 - 359). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_30 13. Norsyamlina Che Abdul Rahim, Kusrin, Zuliza Mohd, Majid, Latifah Abdul, Yusof, Wafaa¿, Ismail, Nor Faizah. (2025). A Cross-Sectional Study on the Muslim Community¿s Practice of Choosing a Life Partner Based on Beauty and Health in Malaysia. In Studies in Systems, Decision and Control (pp. 485-495). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_42 14. Kusrin, Zuliza Mohd, Norsyamlina Che Abdul Rahim, Majid, Latifah Abdul, Roseliza-Murni, AbRahman, Alias, Muhammad Nazir, Ismail, Nor Faizah. (2025). The Impact of Muslim Marriage Without kafa'ah on Family Harmony. In Studies in Systems, Decision and Control (pp. 361-371). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-71526-6_31 15. 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 16. Nur Farihin Abd Hadi Khan, Nor Amira Mohd Razali, Ahmad Faezi Bin Ab. Rashid, Nurashikin A. Ridzuan, Norsyamlina Che Abdul Rahim, Aikal Liyani Mohd Rasdi, Harnidah Samengon, Mohd Hakam Nazir. (2024). The Art of Product Innovation for Beginners. (pp. 1-86). Ricom Trading. 17. Nurhidayah Muhammad Hashim, Zuliza Mohd Kusrin, Rafeah Saidon, Salasiah Hanim Hamjah, Nora¿inan Bahari, Latifah Abdul Majid, Norsyamlina Che Abdul Rahim. (2023). Pendokumentasian Amalan Penyusuan Anak Orang Lain Dalam Masyarakat Islam Selangor. In Penerbitan Penyelidikan Majlis Agama Islam Selangor Siri 1 (pp. 84-99). Majlis Agama Islam Selangor.
OTHER(S)	1. Norsyamlina Che Abdul Rahim. (2026-08). Jangan salahkan susu ibu jika berat badan bayi tak naik. BH, New Straits Times Press (M) Bhd (Co). 2. Norsyamlina Che Abdul Rahim. (2026-02). Cabaran pemakanan anak, jadual padat perut terabai. New Straits Times Press (M) Bhd. 3. Zuraimi Abdul Aziz, Burhan Che Daud, Nik Yusri Musa, Hazriah Hasan, Nik Syuhailah Nik Hussin, Suhaila Abdul Kadir, Nurhaiza Nordin, Nurnaddia Nordin, Norsyamlina Che Abdul Rahim, Ruzanifah Kosnin, Nordiana Ab Jabar, Suraya Sukri, Mardhiah Kamaruddin, Tan, Wai Hong, Wan Yusoff Wan Shaharuddin, Marwan Bin Ismail, Noor Hisham Md Nawi, Nik Ahmad Farhan Azim @ Nik Azim, Rosli, Mohd Hafiz, Husin, Fitriyah, Azahari, Nur Asyikah, Mohd Azalan, Mohd Faisal, Shah Rum, Faidzah, Rool Ismail, Mohd Kamal, Saluddin, Ahmad Saiful. (2026). Pelan Strategik Universiti Malaysia Kelantan 2026-2030 (UMK30). Penerbitan Korporat UMK. 4. 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. 5. Norsyamlina Che Abdul Rahim. (2025-03-03). Berbuka puasa tanpa risau ancaman kolesterol. BH, New Straits Times Press (M) Bhd. 6. Norsyamlina Che Abdul Rahim. (2025-01-13). Punca berat badan sukar turun. BH, New Straits Times Press (M) Bhd. 7. Norsyamlina Che Abdul Rahim. (2025-01). Transformasi Pendidikan Pemakanan: Peranan AI dalam Mencipta Generasi Sihat. UMK Corporate Publication. 8. Norsyamlina Che Abdul Rahim. (2025). Revolutionizing Nutrition Education: How AI Shapes Healthier Futures. UMK Corporate Publication. 9. Yasin, N.H.M., Rahim, N. C. A.. (2024-04-05). Membangun kesejahteraan melalui program keusahawanan. Sinar Karangkraf Sdn. Bhd.. 10. Norsyamlina Che Abdul Rahim, Fatin Nurhidayah Tambrin, Kabirthana A/P K. Viraiah, Nur Aina Farzana Ahmad Tajudin, Nur Syazana Shaiful Anuar1 ,. (2024). Assessing The Association Between Nutritional Status, Physical Activity Patterns and Sociodemographic Characteristics Among Students at The Universiti Malaysia Kelantan Kampus Kota.. UMK Press. https://doi.org/978-629-489-056-5 11. Norsyamlina Che Abdul Rahim, Siti Nur Fatihah Zamri, Nurul Izzah Mohammad Noh, Nur Anis Najihah Manap, Sitti Suebaida. (2024). Exploring the Lived Experiences: A Qualitative Study on the Impact of Type 2 Diabetes (T2D) on Quality of Life in Kota Bharu, Kelantan.. Umk Press. 12. Norsyamlina Che Abdul Rahim, Nur Hanim Fatihah Mohammed Lazim, Nur Shazriena Gapur, Siti Tiara Shazira Jahangir Alam, Nurulizzati Husna Rahman. (2024). The Association Between Eating Behaviors, Body Mass Index (BMI), and Waist Hip Ratio (WHR) Among UMK Students.. Umk Press. 13. Mumtaz binti Md. Nawi, Rohani binti Ibrahim, Hassan bin Mohamood, Siti Zailah binti Mohd Yusoff, Ahmad Fadhli bin Shaari, Wan Martina binti Wan Yusoff, Zulkifle bin Ab Rahman, Johari bin Mat, Ilvira binti Mohd Dasuki, Said bin Sidup, Wan Nik bin Wan Yusof, Jamaluddin bin Ishak, Zulqarnain bin Hassan, Zabidi Azhar bin Mohd Hussin, Masleza binti Muhammad, Mas Rozita binti Mas Mohamad, Mohamed Saat bin Ismail, Ruziah binti Ghazali, Mohd Hafiz bin Halim, Norakyairee bin Mohd Raus, Saibon bin Ismail, Siti Nor Ain Atikah binti Hamzah, Nurhafilah binti Musa, Asmak binti Husin, Hasnah binti Toran, Rosni binti Adam, Fatimah binti Abdullah, Mohd Zulkifli bin Abdul Rahim, Norsyamlina Binti Che Abdul Rahim, Ilyani binti Mohamed Nawawi, Mohammad Faizal bin Che Yusof, Wan Noriah binti Wan Ramli, Wan Zakaria bin Wan Abu Bakar, Mazidah binti Mohammad, Wan Nor Ainon binti Wan Abdullah, Tuan Azura Raja Ismail, Nur Syazwani Abdullah, Nur Adyani Mohamed, Bazilah Kamaruldin, Nik Safilah Mat Daud. (2023). Dasar Orang Kurang Upaya Muqarrabun Kelantan. Urus Setia Kebajikan, Pembangunan Keluarga dan Wanita Kerajaan Negeri Kelantan.

RESEARCH(S)	1. ACCEPTANCE AND EFFECTIVENESS IN PRACTICING MALAYSIAN HEALTHY PLATE (SUKU-SUKU-SEPARUH) AMONGST MALAYSIAN | HEAD | UMK-FUND | 2023 2. COMPARATIVE STUDIES OF THE CONCEPT OF KAFAAH/ COMPATABILITY IN MARRIAGE IN ASIAN COUNTRIES. | MEMBER | KPT | 2023 3. DEVELOPING BEST PRACTICE MODEL FOR VIRTUAL FOOD BANK PROGRAM IN MALAYSIA | MEMBER | FRGS | 2023 4. EXPLORING CONSUMER SPENDING BEHAVIOR IN VISITING WELLNESS SPA IN MALAYSIA | MEMBER | UMK-FUND | 2023 5. GUBAL DASAR OKU MUQARRABUN NEGERI KELANTAN | MEMBER | KERAJAAN | 2023 6. IBU CARE AND WELLNESS CENTER | MEMBER | UMK-COM | 2023 7. MENANGANI SALAH FAHAM GOLONGAN ISLAM LIBERAL TERHADAP ISLAM DI MALAYSIA | MEMBER | GRANT(I/A) | 2024 8. MODEL PENDIDIKAN PEMAKANAN TASKA BERASASKAN KEPERLUAN TENAGA DAN SELERA KANAK-KANAK BANTUT DI MALAYSIA | MEMBER | FRGS | 2023
SUPERVISION	• **FACTORS AFFECTING THE MENTAL HEALTH AMONG UNIVERSITY STUDENTS IN NIGERIA** | CO SUPERVISOR FOR A MASTER'S STUDENT • **Faktor Yang Mempengaruhi Niat Membeli Kosmetik Halal Peluang Keusahawanan Dalam Kalangan Pelajar Universiti** | CO SUPERVISOR FOR A PHD'S STUDENT • **GROWTH OF MEDICAL TOURISM INDUSTRY IN MALAYSIA: INFLUENCE FACTORS, POTENTIAL MARKET AND FINANCIAL MANAGEMENT** | CO SUPERVISOR FOR A PHD'S STUDENT • **IMPACT OF MOTIVATIONAL INCENTIVES ON EMPLOYEE PERFORMANCE IN NIGERIA** | CO SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: THE FACTORS INFLUENCING NURSE MENTAL HEALTH IN HOSPITAL RAJA PEREMPUAN ZAINAB II (HRPZ II) Award: GOLD Role: Head Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: Development of Interactive Healthy Eating Kits (IHEKs): A Practical Tools for Promoting Healthy Eating Practice Award: GOLD Role: Member Exhibition Name: International Teaching Enhancement & Learning Innovation Carnival 2023 • Product Name: Development of Interactive Healthy Eating Kits (IHEKs) for Promoting Healthy Eating Practice Award: GOLD Role: Head Exhibition Name: 1 st International Research and Innovation Competition (InaRIC 2023) • Product Name: Rizbrunana High Fiber Lactation Biscuit: From Waste to Health Award: GOLD Role: Member Exhibition Name: Carnival of Research and Innovation 2023 • Product Name: DEVELOPMENT OF INTERACTIVE HEALTHY EATING KITS (IHEKs): A PRACTICAL TOOLS FOR PROMOTING HEALTHY EATING PRACTICE Award: GOLD Role: Member Exhibition Name: International Teaching Enhancement & Learning Innovation Carnival 2023 • Product Name: THE CUSTOMERS PERCEPTION OF SERVICE QUALITY TOWARD OPERATION SPA IN PENGKALAN CHEPA, KELANTAN: A QUALITATIVE STUDY Award: GOLD Role: Head Exhibition Name: HOSPITALITY,TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: RIZBRUNANA HIGH FIBRE BISCUIT: FROM WASTE TO HEALTH Award: GOLD Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION 2023 • Product Name: RIZBRUNANA HIGH FIBER LACTTAION BISCUIT: FROM WASTE TO HEALTH Award: GOLD Role: Member Exhibition Name: Carnival of Research and Innovation 2023 • Product Name: Development of Interactive Healthy Eating Kits (IHEKs): A Practical Tools for Promoting Healthy Eating Practice Award: GOLD Role: Member Exhibition Name: International Teaching Enhancement & Learning Innovation Carnival (iTeLIC) 2023 • Product Name: Development of a practice model for induced lactation in Malaysia Award: SPECIAL Role: Head Exhibition Name: 2nd MOH Nutritionist Symposium 2023 • Product Name: COFFEE SCENTED CANDLE Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC)

	• Product Name: COFFEE SCENTED CANDLE Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: COFFEE SCENTED CANDLE Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: Honey Body Scrub Award: SILVER Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0) • Product Name: Development of Glowybee Anti Acne Booster Serum for Commercialization Award: SILVER Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) • Product Name: Development of Interactive Healthy Eating Kits (IHEKs): A Practical Tools for Promoting Healthy Eating Practice Award: BRONZE Role: Member Exhibition Name: IUCEL • Product Name: Hibiscus Gel Award: BRONZE Role: Member Exhibition Name: BEGINNER'S INNOVATION ENTREPRENEURSHIP & EXHIBITION (BIE 6.0)

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	