DR. MYZATUL AINI BINTI MA'ASOR @ MANSOR (02089A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	16-Jan-2025
DATE OF APPOINTMENT FOR CURRENT POSITION	16-Jan-2025
DATE OF CONFIRMATION FOR CURRENT POSITION	
EDUCATION(S)	• **(2019) UNISZA, CAWANGAN GONG BADAK, TERENGGANU** IJAZAH DOKTOR FALSAFAH PELANCONGAN ISLAM PENYELIDIKAN • **(2016) UNIVERSITI MALAYSIA TERENGGANU (UMT)** IJAZAH SARJANA PENGURUSAN (ZON PANTAI BERSEPADU) • **(2011) UITM, SHAH ALAM** IJAZAH SARJANA MUDA PENGURUSAN HOTEL • **(2003) SEKOLAH MENENGAH TEKNIK BESUT, TERENGGANU** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	• TUTOR | KOLEJ INFORANA, TRG 01-Mar-2008 - 01-Jun-2008 • TUTOR | KOLEJ PTPL, TRG 01-Jun-2011 - 01-Aug-2011 • PENOLONG KAUNTER HADAPAN | HOTEL PRIMULA POINTRAY BEACH BESUT TRG 01-Jan-2012 - 01-May-2012 • EKSEKUTIF | UNISZA HOLDING SDN BHD 01-Jan-2015 - 01-Apr-2016 • PENSYARAH | FPP, UNISZA TRG 01-Oct-2020 - 01-Mar-2021
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT20903 - BUSINESS COMMUNICATION • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPT30203 - VOLUNTEERISM • HPT40108 - INDUSTRIAL TRAINING • HTA40303 - BUSINESS DEVELOPMENT FOR VISITOR ATTRACTION AND RESORT • HTB30203 - CONCEPT AND TRENDS IN TOURISM

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Muhammad Aidid Ikram Muhamad Kamal, Ma'asor @ Mansor, Myzatul Aini, Nur Anis Jannah Zakaria, Puteri Nur Eliyana Arifin, Mohamad Pirdaus Yusoh. (2025-12). From Traditional to Digital: Evaluating the Contribution of Chatbot Effectiveness to Consumer Acceptance in Hospitality and Tourism. Journal of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10 (42) , pp. 389-397. https://doi.org/10/35631/JTHEM.1042025 2. Amir Faisal Ahamed Latfi, Ma'asor @ Mansor, Myzatul Aini, Nik Alif Amri Nik Hashim, Zaimatul Awang, Aikal Liyani Mohd Rasdi, Nor Maizana Mat Nawi, Mohamad Pirdaus Yusoh. (2025-09-30). A Consumption Value Perspective on Malacca¿s Street Food Tourism. Journal of Hospitality, Tourism and Wellness Studies , Vol. 3(2) , pp. 1-8. https://doi.org/10.70944/jhtw.v3i2
PROCEEDING(S)	
BOOK(S)	1. Haziqah Nur Syahirah Joshep, Mohamad Pirdaus Yusoh, Normah Abdul Latip, Aikal Liyani Mohd Rasdi, Ma'asor @ Mansor, Myzatul Aini. (2025-12). Potensi Pelancongan Orang Asal Etnik Bajau di Pulau Mabul dan Pulau Larapan, Sabah. Quantum Academic Publisher. https://doi.org/10.55197/qjssh.v6i6.984
CHAPTER(S)	
OTHER(S)	1. Nurul Fadzlyn Enche Nadzmy, Ma'asor @ Mansor, Myzatul Aini, Fadhilahanim Aryani Abdullah, Rikinorhakis Ridzwan. (2025-11). Digital Empowerment for Rural Women: How Social Media & E- Commerce are Transforming Communities. Faculty of Entrepreneurship and Business, UMK. 2. Nurul Fadzlyn Enche Nadzmy, Fadhilahanim Aryani Abdullah, Ma'asor @ Mansor, Myzatul Aini. (2025-11). The Rise of Creative Entrepreneurship in Kelantan: Turning Heritage, Batik & Craft Into Sustainable Income. Faculty of Entrepreneurship and Business, UMK. 3. Fadhilahanim Aryani Abdullah, Nurul Fadzlyn Enche Nadzmy, Ma'asor @ Mansor, Myzatul Aini, Rikinorhakis Ridzwan. (2025-11). Voluntourism: Pengalaman Bermakna, Impak Nyata kepada Komuniti. Faculty of Entrepreneurship and Business, UMK. 4. Nurul Fadzlyn Enche Nadzmy, Ma'asor @ Mansor, Myzatul Aini, Rikinorhakis Ridzwan, Fadhilahanim Aryani Abdullah. (2025-09). Post-Retirement Entrepreneurship: Why Malaysian Seniors are the Next Wave of Digital Entrepreneurs. Faculty of Entrepreneurship and Business, UMK. 5. Nurul Fadzlyn Enche Nadzmy, Fadhilahanim Aryani Abdullah, Ma'asor @ Mansor, Myzatul Aini, Rikinorhakis Ridzwan. (2025-09). Building an Entrepreneurial Mindset Among Youth: Lessons from Teaching Gen Z in a Digital Economy. Fakulti Keusahawanan dan Perniagaan, UMK. 6. Nurul Fadzlyn Enche Nadzmy, Ma'asor @ Mansor, Myzatul Aini, Rikinorhakis Ridzwan, Fadhilahanim Aryani Abdullah. (2025-09). Creating a Culture of Innovation: How Malaysian Organisations Can Stay Competitive in a Rapidly Changing World. Faculty of Entrepreneurship and Business, UMK. 7. Ma'asor @ Mansor, Myzatul Aini. (2025-07). BMI Check Kepada Komuniti di Festival Anak Muda (FAM). Penerbitan Korporat UMK. 8. Ma'asor @ Mansor, Myzatul Aini. (2025-07). Sulam Lestari: Menyatukan Ilmu, Alam dan Insan Melalui Kesukarelawanan Kolaboratif di Min House Camp. Penerbitan Korporat UMK.
RESEARCH(S)	
SUPERVISION	• **ASSESSING THE EFFECT OF SERVICE QUALITY AND PERCEIVED VALUE ON CUSTOMERS SATISFACTION AND CUSTOMERS LOYALTY IN THE TRAVEL AGENCY** | CO SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	