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Web of Science Researcher ID: AAD-5055-2019

Google Scholar Account: <https://scholar.google.com/citations?user=UAQG8BAAAAAJ&hl=en>

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Scopus H Index: <https://www.scopus.com/authid/detail.uri?authorId=57220416416>

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Personal Details

NATIONALITY	: Malaysian
AGE	: 52
STATUS	: Single
D.O.B	: 29 th Jan 1973
HEIGHT	: 5'6"
WEIGHT	: 71 kg
HEALTH	: Excellent

Personal Profile / Character

Objective: To obtain a higher managerial/educational level position with a professional organization that encourages independent thinking while staying true to the company's core values and supporting scholarly research activities.

Qualification

Summary: More than 13-years of experience in customer service within a services environment with Malaysia Airlines and 15 years plus qualification as an academician. Possess strong managerial, communication and consensus-building skills. Extensive experience in customer behavior skills and strategic planning due to my academic level. A self-starter, highly organized individual who are able to work well with employees at all levels in the organization. Extremely polished presentation and interpersonal skills. Possesses every level of business management, interpersonal, and facilitation skills.

Teaching Methodology

Statement:

“Technically, I apply 60-70 *Immersion Methodology, Work-Based Learning and Outcome-Based Education (OBE)* in every module taught in every semester depending on subjects. The reason being is to expose students to the real industry player and environment in order for them to have hands-on experiences and encouraging them to bring out their hidden talents and soft skills plus increasing their confident level and teamwork. Teaching and learning supposedly adapting the technique of ‘*Connect, Convey and Convinced*’ to encourage students to use their true and potential talent.”

Work Experience Summary

No.	Name of employer	Position held	Year	
			Start	End
1.	UCSI University, Dhaka Bangladesh Campus	Affiliate Dean, Faculty of Hospitality and Tourism Management,	2023	Present
2.	UCSI University, Cheras, Kuala Lumpur	Dean / Associate Professor, Faculty of Hospitality and Tourism Management	2022	Present
3.	UCSI University, Cheras, Kuala Lumpur	Manager for Group Rankings and Internal Audit (for QS WUR Rankings & OSHA Internal Auditor)	2021	2022
4.	UCSI University, Cheras, Kuala Lumpur	Assistant Professor / Senior Lecturer / Head of Department / Programme Developer	2015	2022
5.	UCSI University, Cheras, Kuala Lumpur	Assistant Professor/ Faculty Coordinator	2013	2014
6.	BERJAYA University College of Hospitality, BERJAYA Times Square, KL	Acting Head of School / Programme Leader / Lecturer	2010	2013
7.	Malaysia Airlines Systems (MAS)	International Flight Attendant	1997	2010

Academic Background

No.	Qualification	Field of specialization	Name of awarding institution/Country	Year of award
1.	Graduate Diploma in Hospitality Management	Hospitality Management	World Association of Master Chefs, Australia	2023
2.	Doctor of Philosophy (PhD.)	Environmental and Food Management	Universiti Putra Malaysia	2021
3.	Master's in business administration (Tourism and Hospitality Management)	Tourism and Hospitality Management	Universiti Utara Malaysia, Malaysia	2010
4.	Bachelor of Business Administration with Honours (BBA hons.)	Marketing, Planning and Development in Tourism	Universiti Utara Malaysia, Malaysia	1997
5.	Matriculation Certificate	Matriculation – General Business	Universiti Utara Malaysia, Malaysia	1993
6.	Malaysian Skills Certificate 1, 2 & 3	Hotel Housekeeping Operations	Malaysian Skills, Minister of Human Resource, Malaysia	2013

TEACHING AND RESEARCH SCHOLARLY ACTIVITIES INTEREST

- ✓ Tourism Destination Image and Branding
- ✓ Corporate Social Responsibility (Environmental Management Systems)
- ✓ Sustainability Practices
- ✓ Hospitality & Tourism Marketing
- ✓ Quality Service Management
- ✓ EMS in Hotel Operations and Management

ADMINISTRATIVE RESPONSIBILITIES

No.	Course/ Administrative roles	Level
1.	Affiliate Dean, Faculty of Hospitality and Tourism Management, UCSI University, Dhaka Bangladesh Campus	University
2.	Dean, Faculty of Hospitality and Tourism Management, UCSI University	University
3.	Manager for Group Rankings and Internal Audit (for QS WUR Rankings & OSHA Internal Auditor)	University

TEACHING EXPERIENCES

COURSE	LEVEL
Hospitality and Tourism Research Methodology, Business Research Methods	PhD Level
Business Research Methods, International Hospitality Sustainability and Innovation, International Hospitality Operations and Management, Strategic Management and Planning for Hospitality Industry, International Business Entrepreneurship in Hospitality Industry.	Master level
Business Communication, Promotion and Public Relations, Understanding Tourism, Hospitality and Leisure Management, Branding & Promotions for Hospitality, Food, Culture in Hospitality, Food & Beverage Services, Attraction Management and Heritage Interpretation, Sustainable Tourism, Transportation for Tourists, Tourism Policies Study, Event Marketing Advertising & Public Relations, Event Industry, Event Planning, Event Project Work, Housekeeping Management, HR Management, Customer service Excellent, Business Research Methods, Entrepreneurship, Introduction to Wine and Bar.	Bachelor Level
Entrepreneurship Project, Introduction to Management, Eco-Hospitality, Introduction to Human Resource Management, Hospitality and Tourism Communications, Banquet and Events Management, Principles of Marketing, Tourism & Hospitality Branding and Promotions, Food & Cultures, Housekeeping Operations and Management.	Diploma Level

TRAINING AND CPD

No.	Conferences/Training	Title	Year
1.	MQA Certified Panel Assessor Training	BENGKEL JAMINAN KUALITI - LATIHAN KOD AMALAN UNTUK AKREDITASI PROGRAM DAN HASIL PEMBELAJARAN (COPPA & OBE) UNTUK CALON AHLI PANEL PENILAI (APP) AGENSI KELAYAKAN MALAYSIA (MQA) SIRI 4 TAHUN 2025.	2025
2.	Train The Trainer Training (TTT)	HRD Corp. TTT Accredited Trainer	2024
3.	Train The Trainer Training (TTT)	HRD Corp. TTT Certified Trainer (07-11 Oct. 2023)	2023
4.	Training (University)	Doctoral Supervision Workshop & Training	2022
5.	MQA Training	MQA-04 Compliance Audit Training 2022	2022
6.	MQA Training	Program Standard: MQA Occupational Safety and Hazard Workshop	2021
7.	Conference (International)	Phuket International Tourism Conference (Phuket ITC) 2021	2021
8.	Training (University)	Doctoral Supervision Workshop	2020
9.	Conference / Forum, Kuching Sarawak	ADVANCING INNOVATIVE & SUSTAINABLE TOURISM & HOSPITALITY FORUM	2020
10.	MQA Training	Advisory Clinic for Preparation of Programme Accreditation (MQA)	2020
11.	MQA Training	Workshop on Code of Practice for Programme Accreditation (COPPA 2.0) MQA	2020
12.	Programme Development Course Training UCSI University	COPPA 2.0 Programme Development Course (UCSI University)	2018
13.	OBE Training Workshop UCSI University	Outcome-Based Education (OBE) Training Workshop (UCSI University)	2018
14.	Statistical Analysis Workshop UPM	SEM-PLS (SmartPLS) – Partial Least Square Statistical Analysis Workshop (UPM)	2018
15.	Statistical Analysis Workshop UPM	Structural Equation Modelling (SEM) Statistical Analysis Workshop (UPM)	2017
16.	SIAP Conference 2017	Strengthening Industry-Academia Partnership	2017
17.	OHSAS 18001:2007	Understanding of OHSAS18001:2007	2017
18.	ISO9001:2015 Internal Audit Training (Internal Auditor)	Internal Audit Training for ISO9001:2015	2016
19.	International Postgraduate Research Colloquium (IPRC12) Bangkok 26-28 August 2015.	Customer Perception on Environmental Management System Practices in SME Hotels	2015
20.	Structural Equation Modeling Workshop Training	Structural Equation Modeling Workshop Training	2014
21.	Statistical Analysis Using SPSS Training	Statistical Analysis Using SPSS Training	2014
22.	Research Methodology in Social Sciences Workshop	Research Methodology in Social Sciences Workshop	2013
23.	MQA Panel Training	MQA Panel Training	2013
24.	Work-Based and Outcome Based Learning Training	Work-Based and Outcome Based Learning Training	2013
25.	NAPEI International Skills Conference 2012	NAPEI International Skills	2012
26.	Research Methodology in Tourism and Hospitality Industry – BERJAYA UCH	Research Methodology in Tourism and Hospitality Industry	2011
27.	Tourism Destination Development Conference 2010, KL Hilton	Tourism Destination Development	2010

H-INDEXES

No.	Item	Citations	H-Index
1.	Google Scholar https://scholar.google.com/citations?user=UAQG8BAAAAAJ&hl=en	34	4
2.	Scopus https://www.scopus.com/authid/detail.uri?authorId=57220416416	6	2

RECENT PUBLISHED JOURNAL PUBLICATIONS

No.	Description
1.	Shiva Hashemi, Meng Miao, Marwa Refaat Mahmoud Ahmed, Mohd Salehuddin Bin Mohd Zahari & Hanafi Hamzah (2025). Selective eating and its impact on culinary destination image: The Malaysian Experience. <i>Geojournal of Tourism Geosites</i> . Issue 4/2025. (SCOPUS Q1)
2.	Shiva Hashemi & Hanafi Hamzah (2025). From Picky to Passionate: Exploring Malaysia's Culinary Image Through Selective Eaters. <i>Accepted: Journal of Tourism and Hospitality Management</i> . Vol. 13. The Brooklyn Research and Publishing Institute, USA.
3.	Mohd Salehuddin Mohd Zahari, Zul Hazam Mohd Piah, Mohamad Fadzly Che Omar, Nursyafiqah Ramli, Hanafi Hamzah (2025). Are Indian Muslim or Mamak Restaurants Stealing the Spotlight from Malay Restaurants in Malaysia's Urban Areas? <i>Information Management and Business Review</i> (ISSN 2220-3796), Vol. 17, No. 1(S), pp. 272-287, March 2025
4.	Shiva Hashemi, Hanafi Hamzah , Wilawan Jansri, Sima Ahmadpour (2025). Local Community Involvement in Sustainability Tourism Development in Malaysia: A conceptual model. <i>Environment-Behaviour Proceedings Journal</i> . V10, Issue 125. Pg. 39-44. Presented at Navigating Shared Futures in Social Innovation, Management, Economics, & Engineering 2024 Centre for Agricultural Economics and Development (CAED), University of Western Australia. Perth, Australia, 28-29 May 2024. Clarivate Analytics WoS. DOI: https://doi.org/10.21834/e-bpj.v10iSI25.6465
5.	Hamzah, H. , Wahab, S.N., Othman, N. and Ferguson, G. (2025), "Greening the hospitality industry: examining institutional influences and perceived benefits of EMS in Malaysian SME hotels", <i>Journal of Hospitality and Tourism Insights</i> , Vol.8, Issue No. 1, pp. 161-182 https://doi.org/10.1108/JHTI-12-2023-0922 . ISSN: 2514-9792 (SCOPUS Q1)
6..	Shiva Hashemi, Hanafi Hamzah , and Shaian Kiumarsi (2024). Factors Affecting Stakeholder's Willingness to Support Sustainable Water Resources Management in Tourism Development in Langkawi. Submitted and accepted for Book Chapter in <i>Perspectives on Asian Tourism: Social Entrepreneurship in Tourism</i> . Springer Nature Singapore Pte Ltd. (SCOPUS Q2)
7.	Amrullah, Reno Catelya Dira Oktavia, Oktavianus & Hanafi Hamzah (2023). Factors Affecting Visit Decision Through Visitor Satisfaction at M Bloc Space Jakarta. <i>Journal of Business on Hospitality and Tourism</i> , Vol. 9, Issue 2, 189-211.
8.	M Kasa, H Hamzah and D Stephen (2022). Emotional Exhaustion and Turnover Intention Among Employees: An Empirical Perspective, <i>Multidisciplinary Journal of Sustainability</i> 1 (1), 55-68
9.	Hanafi Hamzah , Shiva Seyedeh Hashemi and Mark Kasa (2022). Researching the customer's perception on EMS implementation in selected choice of hotels in Malaysia: A preliminary study on Theoretical, Methodological and Empirical Assessment, <i>International Journal of Tourism</i> , Vol.1, No.01, 2022, 18-29.
10.	Hanafi Hamzah , Shahrim Ab. Karim, Yuhani Ab. Aziz & Azilah Kasim, (2021). Environmental management practices in the SME hospitality industry: Mediating impact of manager's commitment on the institutional pressures and EMS implementation, <i>Journal of Emerging Economies and Islamic Research</i> , 9(3), 1-39.
11.	Sherrymina Kichin, Norazirah Ayob, Jati Kasuma, Mark Kasa and Hanafi Hamzah (2021). Exploring Residents' Perspectives on Kuching City Destination Images. <i>Submitted to Asian Academy of Management Journal</i> . ISSN: 1394-2603 (Print) 2180-4184 (Online), SCOPUS & EBSCOhost.

12.	Hanafi Hamzah (2021). The antecedents of top management commitment on EMS implementation factors and the SME Hotel environmental management practices performance. PhD. Thesis, UPM
13.	Kasa, M., Ong, U., Ramli, N., & Hamzah, H. (2020). The Antecedents of Smartphone Technology Addiction among Hotel Employees. <i>International Journal of Academic Research in Business and Social Sciences</i> , 10(7), 541–552.
14.	Hanafi Hamzah , Shahrin Ab. Karim, Yuhanis Ab. Aziz & Azilah Kasim, (2020). Environmental awareness, initiatives, and performance in the small- and medium-scale enterprise hotel industry of Malaysia. <i>Journal of Emerging Economies and Islamic Research</i> , 8(1), 43-68
15.	Hanafi Hamzah & Mohammad Jindra Aris (2014). The influence of destination image on short-stay tourist's perception. <i>BERJAYA UCSH Business and Services Management Journal</i> , 1, 31-52, ISSN:2289-568x.

LATEST CONFERENCE AND PROCEEDINGS

1.	Mohammad Shafiq Shazuan Rosnin, Dahlan Abdullah, Anderson Ngelambong, Azila Azmi, Hanafi Hamzah & I Ketut Surata (2025). Understanding Online Hotel Booking Intention: AN Integrated TAM Perspective of Interactivity and Risk for The 5 th International Joint Conference on Hospitality and Tourism 2025 (5 th IJCHT-25), Songkla MICE City, July 3-5, 2025.
2.	Adkham Israilov and Hanafi Bin Hamzah (2024). Determinants of Ecotourism Participation Among University Students: Insights from Uzbekistan. Accepted, Presented and Published in International Conference on Hospitality and Tourism Studies (ICONHOSTS) 2024 Universitas Merdeka Malang Indonesia. E-ISSN: 2809-3992
	Shiva Hashemi, Hanafi Hamzah, Wilawan Jansri & Sima Ahmad Pour (2024). Local Community Involvement in Sustainability Tourism Development in Malaysia: A conceptual model. Presented in SIME'24 Perth Australia. Navigating Shared Futures in Social Innovation, Management, Economics, & Engineering 2024. Indexed in Clarivate Analytics WoS, and ScienceOPEN.
3.	Shiva Hashemi, Hanafi Hamzah , and Javad Shahreki (2024). Hotel-based Service Recovery Strategies on Customer Loyalty: Conceptual Framework and Future Research Directions. Submitted and accepted for ICAITT 2024: International Conference on Advanced Innovation and Technology in Tourism Yogyakarta, Indonesia August 26-27, 2024.
4.	Sara Weena George, Ida Ingko, Joseph Martin Pudun, Sherrymina Kichin, Francesca Enchang, Adlin Baizura Ariffin, Ting Hui Bun and Hanafi Hamzah (2022). Relationship of Customer Citizenship Behavior towards Intention to Revisit Heritage Destination: Moderating Effect of Cultural and Historical Attractions, International Conference on Responsible Tourism and Hospitality (ICRTH) 2022, Sarawak Research Society (SRS), Sarawak, Malaysia, 178-181.
5.	Shiva Hashemi, Joshua Teck Khun Loo, Mohamad Fadzly Bin Che Omar and Hanafi Hamzah (2022). The Effects of Risk Perception on Travel Intention to China During Covid-19, The IRES International Conference, Kota Kinabalu, 57-59. The IRES International Conference, Kota Kinabalu, Sabah
6.	Ali, J.K.H. and Hamzah, H. (2021). Environmental awareness initiatives and performance in small and medium-sized enterprise hotels of Malaysia: the effect of top manager's commitment. Proceeding paper for Phuket International Tourism Conference (Phuket ITC) 15 June 2021, Crisis Management in Tourism and Hospitality: Challenges, Responses and Recovery Strategies, 109-115.
7.	Hanafi Hamzah, Muhammad Shahrin, Yuhani Abd Aziz & Azilah Kasim. Presented at International Postgraduate Research Colloquium (IPRC12) Bangkok 26-28 August 2015. "Customers' perception on EMS implementation in selected choice of hotels in Malaysia."

LATEST TEXTBOOK

1.	Co-Editor & Content Writer. <i>Hospitality and Tourism Management Research Report</i> . Faculty of Hospitality and Tourism Management, UCSI University. 2022, Vol. 2 – 6. ISSN: In-progress
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2.	Co-Editor & Content Writer. Hospitality and Tourism Management Research Report. Faculty of Hospitality and Tourism Management, UCSI University. October 2021, Vol. 1. E-ISSN: 2811-3721
3.	Content Writer. Beverages: Mocktails 20 Must Drink. Faculty of Hospitality and Tourism Management, UCSI University. UCSI Press. October 2021. ISBN: 978-967-2782-26-1
4.	Hamzah, H., Karim, M.S.A, Holt, S. & Camillo, A.A. (2014). The challenges in establishing environmental management systems in tourism and hospitality establishments – ISO14001 in Handbook of Research on Global Hospitality and Tourism Management. USA. ISBN 978-1-4666-8606-9 SCOPUS Q1

RESEARCH GRANTS

No	Title of Project	Grant/Fund	Amount	Role	Status
1.	Ethno-wellness: A cross-cultural on Traditional Healing among Thailand-Indonesia-Malaysia.	Burapha University International College Research Grant [EXTERNAL]	TBH40,000 (RM5400.00) for Malaysia team only.	Malaysia's Principal Researcher	3 July 2024 – 2 August 2025 (On-Going)
2.	Marine Protected areas sustainability and environmentally responsible behaviour in Sabah Island in Malaysia (REIG-FHTM-2024/048)	UCSI University Research Excellence & Innovation Grant (REIG) [INTERNAL]	RM23,200.00	Co- Principle Investigator	1 June 2024 – 31 May 2025 (on-Going)
3.	Culture and Motivation to Travel	BINUS International Research Grant, Indonesia [EXTERNAL]	RM12,500	Malaysia Head Researcher / Grant Project	1 March 2023 – 1 Dec. 2025 (On-going)
4.	Factors Affecting Stakeholder's willingness to support in sustainable water resources management in Langkawi.	UCSI University Research Excellence & Innovation Grant (REIG) [INTERNAL]	RM19,260.00	Co- Principle Investigator	Completed (June 2022 – 30 November 2023)
5.	The Relationship between Institution Pressures and EMS Implementation in Malaysia SME Hotels: A Mediator Analysis of Perceived Benefits.	UCSI University Research Excellence & Innovation Grant (REIG) [INTERNAL]	RM13,600.00	Principle Investigator	Completed (1 April 2021 – 31 October 2022)
6.	An Epidemic Addiction of Smartphone Technology in	UCSI University Research Excellence & Innovation Grant (REIG) [INTERNAL]	RM13,700.00	Co- Researcher	Completed (1 July 2020 – 31 December 2021)
7.	Flow Experience, Emotional Exhaustion and Employee Retention among Hotel Employees.	UCSI University Research Excellence & Innovation Grant (REIG) [INTERNAL]	RM14,100.00	Co- Researcher	Completed (1 July 2020 – 31 December 2021)
TOTAL			RM101,760.00		

KEYNOTES, PLANARY SPEAKER AND GUEST LECTURER

No	Topic	Venue	Year
1.	Building a Resilient Future: Tech-Driven Regenerative Tourism for SME Hotels in Developing Nations – Keynote Speaker for POLTEKBALI Conference	Bali Tourism Polytechnic, Bali Indonesia	14 October 2025
2.	Empowering Sustainability in SME Hotels: Leadership Practices for Developing Countries (Bridging Gaps in Environmental, Social, and Economic Resilience) – Conference Speaker	Universitas Bina Sarana Informatika, Yogyakarta, Indonesia	29 September 2025
3.	The Soul of Wellness: Ethno-Wellness Practices in Southeast Asia & Malaysia <i>Elevating Tourism through Tradition, Transformation, and Challenges (International Guest Lecturer)</i>	Burapha University International College, Thailand	24 September 2025
4.	Greening the Campus: Empowering Lecturers as Sustainability Leaders - Creating a ripple effect for a sustainable future: University Sustainability Program (International Guest lecturer)	Institute Pariwisata Tedja Indonesia, Jakarta Indonesia	16 September 2025
5.	Evolving Frontiers: Research Trends in Sustainability Practices and Systemic Challenges in the Global Hospitality Industry & AI and Technology in Tourism & Hospitality: 21st Century Trends and Challenges. (International Guest Lecturer)	Trisakti Institute of Tourism, Jakarta, Indonesia	20-24 June 2025
6.	Institutional pressures on the Environmental Management Practices in Small- and Medium-sized hotels (International Guest Lecture)	Universitas Nasional Jakarta, Indonesia	9 January 2025
7.	Green Tourism for the Sustainability of Community-Based Tourism The 4 th International Conference on Hospitality and Tourism Studies (ICONHOSTS) 2024 – Conference Speaker	University of Merdeka Malang, Republic of Indonesia	7 November 2024
8.	Sustainable Future: Cultivating Regenerative Tourism and Hospitality Industry The 4 th International Conference on Hospitality, Tourism and Entrepreneurship (INSPIRE) 2024 – Plenary Speaker	Politeknik Pariwisata Bali, Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia	15 October 2024
9.	Tourism and Hospitality Industry Overview: The impact of Tourist and Country's Image. (International Guest Lecturer)	Kyung-In Women's University, South Korea	11 September 2024
10.	Consumer Behaviour and Market in Food and Beverage Industry (International Guest Lecture Series – 5 Series)	Faculty of Engineering, Universitas Negeri Malang, Malang, Indonesia	29 January – 24 May 2024
11.	Embracing the Future of Tourism Industry in the Age of Artificial Intelligence and Robots (International Guest Lecturer)	Universitas Merdeka Malang, Malang, Indonesia	10 May 2024
12.	Trends and Challenges in Hospitality Industry Post Covid-19. (International Guest Lecturer)	Trisakti School of Tourism, Jakarta, Indonesia,	14 November 2023
13.	The Institutional Factors That Affecting the Environmental Management Practices in Small and Medium-Sized Hotel: The Effect of Managers' Commitment	Trisakti School of Tourism, Jakarta, Indonesia,	14 November 2023

14.	Institutional Pressures and Affecting factors in EMS Practices and Implementation in SME Hotel Accommodation.	Atma Jaya Catholic University, Jakarta, Indonesia,	10 March 2023.
15.	Sustainability Practices and Implementation in SME Hotel and Challenges. Guest Lecture.	Trisakti School of Tourism, Jakarta, Indonesia,	6 February 2023.
16.	Environmental Management Systems Implementation in SME Hotel: Case Study in Malaysia. Guest Lecture.	BINUS University, Jakarta, Indonesia,	7 February 2023.
17.	The Hospitality and Tourism Industry Post-Covid19 Issues and Challenges. Guest Lecture.	Universitas Multimedia Nusantara (UMN), Jakarta Indonesia,	7 November 2022.
18.	The Hospitality and Hotel Industry: Globalization, Safety and Security effects. Career Talk Week Guest Speaker.	University College of Aviation Malaysia (UniCAM), Sepang	27 January 2021.
19.	International Hospitality Operations and Management. International Guest Lecturer for Introduction to Hotel and Tourism Subjects.	London School of Public Relations OMNI Program, Jakarta Indonesia.	7 January 2021.
20.	Keynotes Speaker for “Seminar & Rakernas Hildiktipari: Tourism and Hospitality Industry 21st Century Trends and Challenges in Malaysia and Asia Pacific”.	Indonesia Tourism Higher Education Council/AITTEI, Yogyakarta, Indonesia	17-18 March 2017.

CURRENT PROFESSIONAL MEMBERSHIP

No.	Professional Bodies	Position	Year
1.	Malaysia Eco-Tourism Association (MEA)	Member	2024 - Present
2.	HRD Corp. Accredited Trainer (Trainer ID: 17753)	Trainer	2024 - 2027
3.	Certified International Judge (Level 4), World Association of Master Chef, Australia	Member	2023 - Present
4.	Executive Member of World Association of Master Chef, Australia	Executive Member	2023 - Present
5.	Tourism Research Information Network (TRINET), Hawaii, USA	Member	2016-Present
6.	Pacific Asia Travel Association (PATA)	Member	2018 - Present

COMMUNITY SERVICE

No.		Name of bodies		Year		Position held
				Start	End	
1.	Refugee for UN			2018	2018	Course Lecturer in-charge

RECOGNITION OR AWARDS

No.	Recognition or Awards	Name of awarding institution/Country	International/ National	Year of award
1.	International Chef Judge (Level 4)	World Association of Master Chefs, Australia	International	2023
2.	Best Article Reviewer (JIEER, ABRIJ & JIBE)	UiTM Puncak Alam	National	2021

3.	Best Lecturer Award	UCSI University / Malaysia (FHTM)	University	2019
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SUPERVISOR TO MSc. Or PhD

No.	Student Name & ID	Master/ PhD	Project Title	Start	Year End
1.	Aiman Somoudi	PhD (UCSI University)	Evaluating Strategies and Returns in Regenerative Tourism: Applying Donut Economics and Game Theory to Voluntary IMS Adoption in Oman and Malaysia	2025	Present
2.	Shen LeHan	PhD (UCSI University)	The Effects of Functional Value and Experiential Quality on Behavior al Intentions: The Case of Macau	2024	Present
3.	He Jinwu	PhD (UCSI University)	TBA	2024	Present
4.	Riza Munira Binti Shamsuddin	PhD (UCSI University)	Tourism Intention and Motivations towards Sustainability Practices	2024	Present
5.	Alshammari Mutlaq Khamis S	PhD (UCSI University)	The Impact of Perceived Value, Social Responsibility, and Physical Environment on Customer Loyalty through Customer Engagement: A Study of 5-stars Hotels Customers in Saudi Arabi	2024	Present
6.	Adkham Israilov	PhD (UCSI University)	The Influence of Sustainable Tourism Practices on Hospitality Sector Performance in Uzbekistan: A Mediation Analysis of Local Community Perceptions.	2023	Present
7.	Liu Zirui	PhD (UCSI University)	Study on the Influencing Factors of Travel Destination Choice for the Elderly	2023	Present
8.	Syafinaz Binti Ruslan	PhD (UPM)	Developing A Restaurant Competency-Based Internship Program for Undergraduate Students	2023	Present
9.	Yolanda Dian Rani	PhD (UPM)	Brand Audit Analysis of Small Medium Enterprises (SMES) Using Customer- Based Brand Equity (CBBE) Model in West Sumatra, Indonesia	2022	Present
10.	Leen Mousaied Seif El Dinn Hussain Shieshakly	Master (UCSI University)	The Paradox of Employee Well-Being Towards Maintaining Efficiency Amidst Covid-19	2020-09	2021-09 (Completed)
11.	Gan Hwee Chia	Master (UCSI University)	The Effects of Sustainability Practices Among Hotel Industry In Malaysia Towards Hotel's Development And Natural Conserve	2021-09	2022-09 (Completed)

MSc. Or PhD Viva Internal & External examiner

No.	Student Name & ID	Master/ PhD	Project Title	Year
1.	Haslina Hussain (GS59444)	MASTER SAINS (Food Service Management), UPM	Sustaining Chef Careers in Klang Valley Hotels Amid Industry Volatility: Challenges, Strategies, and Future Readiness	2025 (Completed)
2.	Otabek Nishonovich Xusanov	PhD. (Doctor of Science in Economics), TASHKENT INTERNATIONAL UNIVERSITY	Improving Financial Mechanisms for Supporting Civil Society Institutions	2025 (Completed)

OTHER RELEVANT INFORMATION

i. Other Contributions (External Appointments)

No	Name of Organization / Institution	Position Held	Year	
			Start	End
1.	TAR UMT	Academic Programme Advisor (Diploma in Hotel Management)	2025	Present
2.	Taylors College	External Examiner (for Diploma in Business)	2022	2024
3.	Taylors College	External Examiner (for Foundation in Business)	2020	2022
4.	University College of Aviation Malaysia (UniCAM)	External Advisor (for Diploma in Cabin Crew and Airline Services)	2021	Present
5.	Malaysia Qualification Agency (MQA)	Qualified Panel for Hospitality and Tourism Programme	2013	2019
6.	Kolej Vokasional Sultan Abdul Samad, Banting Selangor	Academic Advisor Panel (Culinary Programme)	2018	Present
7.	Kolej Vokasional Sepang Selangor	Technical Advisory Committee (TAC) (Culinary Arts Programme)	2017	Present

ii. Other Contributions (Conference & Assessor Appointments)

No	Event	Organizer	Appointment As	Date
1.	Bachelor of Science in Tourism Management, Modern College of Business and Science (MCBS)	Sultanate of Oman Ministry of Higher Education Research & Innovation	Panel Assessor (International Level)	8 April 2025
2.	Ministry of Higher Education (MOHE) Research Grant (FRGS) for UCSI University	Ministry of Higher Education (MOHE)	Panel Assessor (University Level)	20 January 2025
3.	Women in Research Forum 2025 (WIRF)	University of Sharjah, United Arab Emirates	Panel Reviewer – Jury Member (International Level)	July 2024

4.	Grant: REIG Application 2024	UCSI University	Panel Assessor (University Level)	8 April 2024
5.	Ministry of Higher Education (MOHE) Research Grant (FRGS) for UCSI University	Ministry of Higher Education (MOHE)	Panel Assessor (University Level)	26 January 2024
6.	Ministry of Higher Education (MOHE) Research Grant (FRGS) for UCSI University	Ministry of Higher Education (MOHE)	Panel Assessor (University Level)	28 April 2023
7.	International Conference on Tourism, Gastronomy and Tourism Destination 2023 https://tgdic2023.stptrisakti.ac.id/advisory-board	Institute of Tourism Trisakti, Jakarta Indonesia	Conference Advisory Board Panel	16-18 October 2023 (Concorde Hotel, Malaysia)
8.	International Conference on Advances Innovation and Technology in Tourism (ICAITT) 2024 https://icaitt.org/index.php/index/organizingcommittee	STIPRAM Institute Yogyakarta, Indonesia	Conference Advisory Board Panel	23-24 August 2024 (Yogyakarta)

iii. Other Contributions (Editorial & Reviewer Appointment)

No	JOURNAL / PUBLICATIONS /	APPOINTMENT
1.	International Journal of Tourism Policy (2025)	Article Reviewer
2.	Global Business and Finance Review Journal (2024/2025)	Article Reviewer
3.	International Journal of Interdisciplinary and Sustainability (IJIS), Burapha University International College, Thailand (2025)	Editorial Board Member
4.	Journal of Tourism and Hospitality Insights, Emerald Group Publishing (2024/2025)	Article Reviewer
5.	Handbook of Sustainability in Tourism and Hospitality in Indonesia: SPRINGER PUBLICATIONS	Book Reviewer
6.	Journal of Management and Accounting, UiTM	Articles Reviewer

iv. Other Contributions (International Collaborations and Partnership Works)

Year	International Academic & Collaboration Partnership	Activities
2025 - Present	Burapha University International College, Thailand	Dual Degree, Mobility Programme, Research and Scholarly Activities.
2025 - Present	Le Culinaire Institute of Hospitality, Sydney Australia	Trans-National Education (TNE), Dual Degree
2025 - Present	Institute Pariwisate Tedja Indonesia (IPTI), Jakarta, Indonesia	Articulation Agreement and Dual Degree
2025 - Present	Trisakti Institute of Tourism, Jakarta, Indonesia	Articulation Agreement and Dual Degree
2025 - Present	Indian Culinary Academy, Bangalore, India	Articulation Agreement and Dual Degree.
2024 - Present	World Association of Master Chefs Australia	Evidence-Based Accreditation Programme (EBA), Programme Certifications.

2024 - Present	Universitas Nasional Jakarta, Republic of Indonesia	2+2 Dual Degree Programme, Students/Staff Exchange; International Guest Lecture; Mobility Programme
2024 – Present	Sekolah Tinggi Pariwisata Bogor, Republic of Indonesia	Students/Staff Exchange; International Guest Lecture; Mobility Programme
2024 – Present	New East Cuisine School, Hangzhou, China	LOI/MoU; Student/Staff Exchange; Mobility Programme
2024 – Present	Anhui New East Senior Technical School, China	LOI/MoU; Student/Staff Exchange; Mobility Programme
2024 – Present	Kyung-In Women's University, South Korea	MoU; International Research Network; Students/Staff Exchange; International Guest Lecture; Mobility Programme
2024 – Present	University Negeri Malang, Republic of Indonesia	MoU; International Research Network; Students/Staff Exchange; International Guest Lecture; Mobility Programme
2024 – Present	University Merdeka Malang, Republic of Indonesia	MoU; International Research Network; Students/Staff Exchange; International Guest Lecture; Mobility Programme
2023 – Present	India Culinary Academy, Bangalore, India	MoU; Research; Students/Staff Exchange; Mobility Programme; 2+1 Dual degree programme
2023 – Present	Kolej Teknologi Midas, Perak	MoU; Trans-National Education (TNE) Programme
2023 – Present	Polytechnic Mauritius Ltd, Mauritius	MoU; Trans-National Education (TNE) Programme
2023 - Present	Our Lady of Fatima University, Philippines	MoU; Global Research Alliance Networks; Panel of International Lecturer
2018 - Present	HTMi Switzerland	MoU; Global Research Alliance Networks; Dual Award Programme; Guest Lecture
2022 - Present	Trisakti Institute of Tourism, Jakarta, Republic of Indonesia	MOU; Research; Students/Staff Exchange; Mobility Programme; 3+1 Degree Awards Programme; Guest Lecture; P h D Co-Supervision
2022 - Present	Universitas Multimedia Nusantara, Jakarta, Republic of Indonesia	MoU; Research; Students/Staff Exchange; Mobility Programme; Guest Lecture
2023 (March) – Present	BINA Nusantara University (BINUS), Jakarta, Republic of Indonesia	Research Publications; Research Grants
2023 (March)	ATMA JAYA Catholics University, Jakarta, Republic of Indonesia	Guest Lecture; Students Mobility and Internships
2023 (March)	CIPUTRA University, Surabaya, Republic of Indonesia	Research; Students/Staff Exchange; Mobility Programme
2023 (April)	National KAOHSIUNG University of Hospitality and Tourism (NKHUT), TAIWAN	Research; Students/Staff Exchange; Mobility Programme
2023 (April)	ALETHIA University, TAIWAN	MoU; Research; Students/Staff Exchange; Mobility Programme

OTHER SKILLS AND INFORMATION

- Able to develop and knowledge in New Programme Syllabus and documentation of MQA01, MQA02, MQA04, MQAVA, APEL-Q development based on Old and New COPPA 2.0.
- Experience developing new programme ranging from Diploma programme, Bachelor's degree to Masters programme to PhD and Work-Based Learning programme.

Professional Contributions/Involvement

No.	Agency/Institutions	Period
1.	Malaysian Qualifications Agency (MQA) Qualified Panel for Hospitality and Tourism	Dec. 2013 – Dec. 2019.
2.	Malaysian Qualifications Agency (MQA) Qualified Panel for Hospitality and Tourism	March. 2025 - Present

References

Upon request