

# CURRICULUM VITAE

Name : SITI NUR`AFIFAH BINTI JA'AFAR  
Department :  
Post : LECTURER  
Gender : FEMALE  
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## ACADEMIC QUALIFICATION

(Institute),(Qualification),(Discipline),(Year)

University of Surrey, PhD, Hospitality and Food Management, 2010

University of Surrey, MSc., Food Management, 2005

Universiti Putra Malaysia, BSc., Food Studies, 2002

## PROFESSIONAL QUALIFICATIONS

(Qualification),(Discipline),(Awarding Institute),(Year Awarded).

## PREVIOUS APPOINTMENT

(Post),(Organisation),(From)-(Until)

Tutor, Universiti Malaysia Terengganu, October 2003-August 2010

Tutor, Universiti Putra Malaysia (Bintulu Campus), March 2003-October 2003

Temporary Teacher, Pejabat Pendidikan Terengganu, August 2002-October 2002

Trainee, Shamby Food Industries, Kelantan, March 2001-May 2001

Trainee, Sutra Beach Resort, Terengganu, October 2000-October 2000

Trainee, Gem Beach Resort, Terengganu, March 2000-March 2000

Research Assistant, Universiti Putra Malaysia Terengganu, December 1998-April 1999

Research Assistant, Universiti Putra Malaysia Terengganu, January 1998-April 1998

## ADMINISTRATIVE DUTIES

(Role),(From)-(Until),(Level), (Organisation)

Ahli Jawatankuasa Semakan Kertas Soalan PPSTM, January 2011, February 2016, F, UMT

Ahli Jawatankuasa Pengurusan Aset Makmal PPSTM, October 2014, September 2015, F, UMT

Ahli Jawatankuasa Keselamatan dan Kesihatan Pekerjaan PPSTM, October 2014, September 2015, F, UMT

Co-ordinator for Makmal Perkhidmatan Makanan dan Asas Penyediaan Makanan PPSTM, September 2014, December 2015, F, Universiti Malaysia Terengganu

Program Co-ordinator for a degree program - Bachelor of Food Science (Foodservice and Nutrition), January 2011, December 2013, D, Universiti Malaysia Terengganu

Second Advisor for Student Club - Food Science Club, June 2010, January 2011, U, Universiti Malaysia Terengganu

## **RESEARCH**

(Project title),(Role in project),(From)-(Until),(Source),(Level).

Consumer Knowledge and Attitudes Towards Food Safety of Night Market Food., January 2014 - In Progress, KPM, National

Perceived value, satisfaction and behavioural intentions of Mamak restaurant customers in Penang., January 2013 - January 2014, UMT, National

Study of Customer Satisfaction in the Restaurant Business in Malaysia, November 2011 - December 2012, UMT, National

Starch-Based Edible Coating in Improving The Quality Of Harumanis Mango Malaysia, December 2010 - January 2012, FRGS, National

Postharvest Performance Of Different Maturation Stages Of cashew Apple Grown On Bris Soils and Its Polyphenolics Profile, December 2010 - January 2012, FRGS, National

## **PROFESSIONAL AFFILIATIONS**

(Client),(Role),(From)-(Until).

Persatuan Staf Akademik UMT (PASAK), Ahli Biasa, January 2012 - Present

Malaysian Institute of Food Technology, Member, January 2011 - Present

## **EXPERT TECHNICAL/CONTRIBUTION**

(Activity),(Client),(Role),(From)-(Until),(Level).

Projek Inovasi Sosial PPSTM - Amalan Penyediaan dan Perkhidmatan Makanan Berkualiti, Advisor, September 2015 - June 2016, International

Projek Penghasilan Pizza Berkalsium Menggunakan Tepung Hidroksiapatit daripada Sisa Tulang Ikan, Co-Researcher, June 2015 - March 2016, International

Bengkel Keselamatan Penyediaan Makanan dan Pengendalian Dapur Komersial, Caterers & Cafeteria Operators, Coordinator, February 2014 - February 2014,

International

Bengkel Pastrri dan Bakeri, Majlis Kolej Siswa UMT, Coordinator, May 2014 - May 2014, International

Ceramah 'Table Etiquette', Students of Leadership I Course, September 2014 - September 2014, International

### **AWARD AND RECOGNITIONS**

(Awards),(Awarding Institute),(Year),(Level).

### **KEYNOTE ADDRESS / INVITED SPEAKER**

(Title),(Event),(Venue),(Organizer),(Date),(Level).

### **INTELLECTUAL PROPERTY RIGHTS**

(Product),(Type),(Year),(Year Awarded).

### **UNPATENT INTELLECTUAL PROPERTY RIGHTS**

(Product),(Type),(Reg. No),(Owner),(Cost)

### **PUBLICATIONS**

(Publication),(Level).

#### **Articles in Journals**

Siti Nurafifah Jaafar, Pan Ein Lalp and Mohaini Mohamed@Naba, (2013), *Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia.*, Asian Journal of Business and Management Sciences, Vol 8(2) : 73-90

Chui, Y.C., Jaafar, S.N. and Mohd Yusof, H., (2014), *Knowledge, Attitudes and Practices of Nutrition among Complementary Alternative Medicine Users.*, The International Journal of Social Sciences, Vol 27(1) : 026-035

Lee Hui Yun, Siti Nurafifah Jaafar and Normardiana Jaafarc, (2016), *A Preliminary Study: Consumer Behavioral Strategies And Attitudes Towards Serving Size Of Selected High Calorie Foods*, Health and The Environment Journal, Under Review

#### **Thesis Dissertations**

*Selection of Eating-out Places among Foreign Tourists in Terengganu*, University Putra Malaysia Terengganu, Faculty of Science & Technology, 2002

*Food Shopping Behaviour among Muslim Malaysian Students*, University of Surrey, School of Management, 2005

*The Relationship between Food Quality, Service Quality, Perceived Value-for-Money, Desires Congruence and Self-congruence on Consumer Satisfaction*,

**Articles in Proceedings**

Jaafar, S., Lumbers, M., Eves, A. (2007), *Customer Satisfaction in Restaurants: Full-service and Fast-food*, 16th Council for Hospitality Management Education (CHME) Conference, 09/05/2007, 11/05/2007, Oxford Brookes University, UK.

Jaafar, S., Lumbers, M., Eves, A. (2008), *Does Food Really Matters in the Eating-out Experience in Restaurants?*, 26th EuroCHRIE Conference, 11/10/2008, 14/10/2008, The Emirates Academy of Hospitality Management, Dubai

Jaafar, S., Lumbers, M., Eves, A. (2009), *The Dimensions of Quality Measures in the Restaurant Industry*, UMT-MSD '09 Postgraduate Seminar, 12/05/2009, 13/05/2009, University of Leeds, UK

Jaafar, S.N., Lumbers, M. & Eves, A. (2011), *The Role of Food Quality in Determining Consumer Satisfaction, Post-purchase Attitudes and Behavioral Intentions in the Restaurants.*, International Food Conference 2011, 28/10/2011, 29/10/2011, Widya Mandala Surabaya Catholic University, Surabaya, Indonesia

Jaafar, S.N., Anis Syahida, C.N. and Wan Hafiz, W.Z.S. (2011), *Effects of different retort temperature and time on the physical properties of thermally processed tuna (Euthynnus Affinis) chunks in Traditional Malay Gulai.*, UMT Annual Symposium (UMTAS) 2011, 11/07/2011, 13/07/2011, otel Permai Inn, Kuala Terengganu

Wan Hafiz, W.Z.S., Fathilah Ismail and Jaafar, S.N. (2011), *Evaluation of Tourist Perception on Food Choice and Influencing Factors at Small Island Destination in Malaysia: A Cross cultural Perspective.*, Advancing the Social Science of Tourism 2011, 28/06/2011, 01/07/2011, University of Surrey, UK

Siti N. Jaafar, Nur K. H. Kamarudin and Mohaini, M. (2012), *The Relationship between Food Choice Motives and Understanding of Halal Concept with Attitudes towards Halal Processed Food Products among University Students.*, Proceedings of 1st International Islamic Tourism Standard Conference, Universiti Teknologi MARA UiTM), 05/12/2012, 06/12/2012, PWTC, Kuala Lumpur

Siti Nurafifah Jaafar and Pan Ein Lalp (2012), *Consumers' Perception towards Extrinsic and Intrinsic Factors of Private Label Product in Johor Bahru, Malaysia.*, Proceedings of UMT Annual Seminar 2012 (UMTAS 2012, Faculty of Agrotechnology & Food Science, UMT.), 09/07/2012, 11/07/2012, Riyaz Heritage Marina Resort & Spa, Kuala Terengganu, Malaysia

Siti Nurafifah, J. (2012), *The Relationships between Restaurant's Quality Dimensions, Perceived Value, Behavioural Intentions and Post-Purchase Attitudes.*,

Proceedings of 4th Asia-Euro Conference 2012 in Tourism, Hospitality and Gastronomy, Taylor's University and Universite de Toulouse Le Mirail., 28/11/2012, 30/11/2012, Taylor's University, Bandar Sunway.

Siti Nurafifah, J. and Shy Ling, O. (2013), *A Preliminary Study: Consumers' Perceived Quality, Emotion, Satisfaction and Behavioural Intention in Selected Theme Restaurants in Malaysia.*, 2nd International Conference on Emerging Research Paradigms in Business and Social Science, 26/11/2013, 28/11/2013, The Address, Dubai Mall

Normardiana Jaafar, Siti Nurafifah Jaafar and Atiqah Sabri. (2014), *Factors Influencing Consumers' Purchase Intention of Halal Food Products in Kedah.*, Malaysia International Halal Research & Education 2014 Conference Proceeding, 02/12/2014, 04/12/2014, Marriott Putrajaya Hotel, Malaysia

### **Posters**

Jaafar,S., Lumbers, M., Eves, A., (2009), *The Relationships between Restaurant's Quality Dimensions and Behavioural Intentions*, 8th Pangborn Sensory Science Symposium, Stazione Leopolda, Florence, Italy

Jaafar, S.N, Anis Syahida, C.N. & Wan Hafiz, W.Z.S., (2011), *Effects of different retort temperature and time on the physicochemical properties of thermally processed tuna (Euthynnus Affinis) chunks in curry sauce*, University Malaysia Terengganu International Annual Symposium 2011, Permai Hotel Kuala Terengganu

Siti Nurafifah Jaafar, Tan Jia Sheng and Wan Hafiz W.Z.S., (2012), *A Preliminary Survey of Food Choice Motives and Healthy Eating Attitudes of Malaysian Consumers.*, International Conference on Food Science and Nutrition 2012, Universiti Malaysia Sabah, MIFT and International Union of Food Science and Technology., The Pacific Sutera Hotel, Kota Kinabalu, Sabah.

Lee Chin Beng, Normardiana Jaafar, Siti Nurafifah Jaafar and Adriana Sophia Hasan., (2015), *Factors Influencing the Use of Food Labels among University Students in Kuala Terengganu*, International Symposium on Food and Nutrition (ISFAN), Balai Kartini Jakarta, Indonesia

Lieong Sook Theng, Normardiana Jaafar, Siti Nurafifah Jaafar and Mohammad Faqih Mohammad Tamin., (2015), *Food Safety Knowledge, Attitudes and Practices (KAP) Among Consumers from Night Markets in Kuala Lumpur*, International Symposium on Food and Nutrition (ISFAN), Balai Kartini Jakarta, Indonesia

Lee Hui Yun, Normardiana Jaafar, Siti Nurafifah Jaafar and Mohammad Firdaus Osman., (2015), *Consumer Behavioral Strategies and Attitudes toward Serving Size of Selected High Calorie Food Items*, International Symposium on Food and Nutrition (ISFAN), Balai Kartini Jakarta, Indonesia

Lieong Sook Theng, Siti Nurafifah Jaafar and Normardiana Jaafar, (2015), *Consumer Knowledge, Attitudes towards Food Safety and Intention to Purchase Based on Food Handlers' Hygiene Practices in Night Market*, 6th International Symposium on Wellness, Healthy Lifestyle & Nutrition 2015, HUSM, Kubang Kerian

### **General Publications**

Jaafar, S., Lumbers, M. Eves, A., (2008), *Eating Out: What Really Matters?*, Threshold Press Ltd, Newbury UK, 3, 01/07/2008

### **EXPERT LINKAGES**

(Client),(Linkage),(Year Involve),(Duration),(Level Award).

, A collaboration research with an expert in Faculty Food Science and Technology UPM. Dr. Nor Ainy Mayudin becomes mentor to guide researcher for this research., 2014, 24, N

### **ACADEMIC PROJECT SUPERVISION**

(Student's Name),(Degree),(Thesis Title),(Year Awarded).

Normardiana Jaafar, Master, Food Safety Assessment of Night Market Foods among Consumers., N/A

Mohammad Firdaus Bin Osman, Bachelor, Factors influencing restaurant managers' intention to apply Halal certification in Penang, 2016

Loo Tze Zia, Bachelor, Factors influencing consumption of selected high sugar foods in Kota Bharu., 2016

Shahirah Adawiyah Binti Nor Ashari, Bachelor, Knowledge, attitudes and practices of food handlers in TASKA in Kuala Terengganu., 2016

Lim Su Yee, Bachelor, Consumer behavioural strategies and attitude towards serving size of soft drinks., 2016

Nur Syahiera Binti Shahrul Nizam, Bachelor, Factors influencing restaurant managers' intention to apply Halal certification in Kuala Lumpur., 2016

Siti Fatimah Binti Osman, Bachelor, Factors influencing restaurant managers' intention to apply Halal certification in Ipoh., 2016

Jamilah Binti Awang, Bachelor, Factors influencing cook's determination towards portion size of high calorie foods in Malay Restaurants in Terengganu., 2016

Nur Fitriah Binti Md Yusof, Bachelor, Non-Muslim Consumers' Food Choice Motives, Halal Awareness, Confidence on Halal Logo and Purchase Intention towards Halal Food Products in Selangor., 2016

Loke Yeng Nee, Bachelor, Knowledge, attitude and hygiene practice among foreign workers in restaurants in Selangor., 2016

Ng Kuan Yee, Bachelor, Knowledge, attitude and behavioural intention of food

containing additives among parents in Selangor., 2016

Mohammad Faqih Bin Mohammad Tamin, Bachelor, Relationship between knowledge, awareness, confidence, subjective norm and intention to consume halal food among Muslims in Japanese Restaurants in Kuala Lumpur., 2016

Nur Aisyah Binti Khaairuddin, Bachelor, Relationship between knowledge, awareness, confidence, subjective norm and intention to consume halal food among Muslims in Japanese Restaurants in Selangor., 2016

Lau Ka Zhi, Bachelor, Knowledge, attitude and practice towards Vegetarian diets among vegetarian consumers in Selangor., 2016

Book Li Foon, Bachelor, Customer Awareness, Perception and Behaviour towards Nutritional Information on Menu in Fast Food Restaurant., 2015

Adriana Sophia Binti Hasan, Bachelor, Factors influencing cook's determination towards portion size of high calorie foods in Malay Restaurants in Selangor., 2016

Lieong Sook Theng, Bachelor, Consumers' Knowledge, Attitudes and Practices regarding Food Safety towards Night Market in Kuala Lumpur, 2015

Lee Hui Yun, Bachelor, Consumer Behavioural Strategies, Attitudes and Serving Size of Selected High Calories Food Items, 2015

Oh Khai Lee, Bachelor, Use Satisfaction of Staff towards Use of Point-of-Sale System in Restaurant Operations., 2015

Lee Chin Beng, Bachelor, Factors Influencing the Use of Food Labels among Students in UMT, 2015

Nur Shuhada Harun, Bachelor, Factors Influencing Seafood Consumption in Kuala Terengganu., 2015

Siti Aisyah Mohammed Adnan, Bachelor, Consumers' Knowledge, Attitudes and Practices regarding Food Safety towards Night Market in Shah Alam, 2015

Nur Ramizah Rusli, Bachelor, Factors Influencing Toddlers' Fruits and Vegetables Consumption., 2015

Ng Pei Lin, Bachelor, Consumer Knowledge, Attitude, Perception and Behavioural Intention towards Food Containing Additives., 2014

Kok Jit Foon, Bachelor, Food Choice Motives and Attitudes towards Rice, 2014

Kuok Yan Yan, Bachelor, Customers' Perception, Satisfaction and Behavioural Intention towards Korean Ethnic Restaurants in Kuala Lumpur, 2014

Kerk Chen Min, Bachelor, Consumer Attitudes and Consumption of Fast Food in Kuala Lumpur., 2014

Normardiana Mohamad Jaafar, Bachelor, Consumers' Food Choice Motives, Halal Awareness, Confidence on Halal Logo and Purchase Intention towards Halal Food Products in Kedah., 2014

Mohd Ridzuan Ibrahim, Bachelor, Western Caucasian Tourist' Perception, Experience, Satisfaction and Behavioural Intention on Malacca Gastronomic Products., 2014

Nurul Huda Mhd Yunus, Bachelor, Factors Influencing Consumers' Attitude and Acceptance towards Functional Foods., 2014

Wan Farah Atikah Wan Ahmad, Bachelor, The Middle Eastern Tourists' Perception, Experience on Hotel Service Quality, Satisfaction and Behavioural Intention towards Halal Hospitality in Malaysia., 2014

Syazwani Ramli, Bachelor, Consumers' Food Choice Motives, Overall Attitude and Purchase Intention towards 3 in 1 Coffee Products., 2014

Nurul Liyana Ahmad Termizy, Bachelor, Consumer Attides and Consumption of Fast Food in Ipoh., 2014

Nur Adilla Kamaruddin, Bachelor, Influence of Family, Friends, Media and Food Advertisements towards Adolescent's Food Consumption., 2014

Ooi Shy Ling, Bachelor, Factors Influencing Consumer Emotions, Satisfaction and Behavioural Intentions in Theme Restaurants., 2013

Chuah Su Mei, Bachelor, Food Habits, Food Cravings and Lifestyle of Employed and Unemployed Individuals., 2013

Lee Kar Leong, Bachelor, The Influence of Food-Related Lifestyle (FRL) Towards Behavioural Intentions of Halal Foods in Ipoh., 2013

Norsahida Mat Ali, Bachelor, Consumers' Perception, Beliefs and Overall Attitude towards Purchase Intention of Canned Food Products in Kulaijaya, Johor., 2013

Siti Murnirah Che Has, Bachelor, Perception, Overall Attitude and Other Factors that Influence Consumers? Purchasing of Canned Food in Kuala Terengganu, 2013

Lim Chek Yeen, Bachelor, Factors Influencing Consumers? Purchase Intention of Frozen Ready to Eat Meal in Kuala Lumpur., 2013

Meenachee Subramaniam, Bachelor, Perception on Second Hand Smoke and Its Health Risks Towards Customers? Eating Appetite and Behaviour., 2013

Asiah Tun Mariam Binti Abdul Rahman, Bachelor, Customer Satisfaction towards Service Failure and Service Recovery in Cafeteria Services., 2013

Aisyah Che Ayob, Bachelor, Clients Perception, Satisfaction and Future Intention towards Off-Premis Catering in Kuala Terengganu., 2013

Noorhidayah Ma'aris, Bachelor, Patient perception and meal satisfaction of meals provided in private health care institutions in Klang Valley, 2012

Norhidayah Asli, Bachelor, Effectiveness of foodservice system: Patients' satisfaction towards centralized and decentralized system in government hospital, 2012



Nor Kamilah Yusoh, Bachelor, Challenges and current food waste practices and initiatives among institutional foodservice personnel in private healthcare setting in Klang Valley, 2012

Nur Dalila Mohd Rudin, Bachelor, Patients perception and satisfaction of meals provided at government health care institutions in Klang Valley, 2012

Nur Khaini Hasma Kamarudin, Bachelor, The Relationship between Food Choice Motives and Knowledge with Eating Halal Processed Products Attitude Among Students In UMT, 2012

Nurshazwani Shaffee, Bachelor, Food waste practices and initiatives among institutional foodservice personnel in government health care institutions in Klang Valley : comparison between central plating system and conventional system, 2012

Soo Wooi Ping, Bachelor, Factors Influencing Food Choice Among Career Woman In Penang, 2012

Teoh Hui Leng, Bachelor, Factors Influencing Consumers? Purchase Intention towards Apple Cider Vinegar, 2012

Wong Shau Ying, Bachelor, Customer Perception of Service Quality and Satisfaction toward Service delivered by Foreign Workers of Food Premises in Seremban, 2012

Pan Ein Lalp, Bachelor, Factors Influencing Consumers' Purchase Intention Toward Private Label Product, 2012

Yee Kean Hou, Bachelor, Customer Perception of Service Quality and Satisfaction toward Service delivered by Foreign Workers of Food Premises in Seremban, 2012

Tan Jia Sheng, Bachelor, Food Choice Motives and Attitudes toward Healthy Eating among Klang Consumer, 2012

Zulkipli Jalinas, Bachelor, The Relationship among Student Perception, Satisfaction and Attitude of Food and Service at School Canteen, 2012

Noor Fajariah Ab Hamid, Bachelor, Parents' Knowledge and Attitudes of Healthy Eating regarding Children Diets, 2012

Lim Xin Yun, Bachelor, Consumer Attitudes And Purchase Intentions Towards Organic Food In Johor, 2012

Fatihah Ujang, Bachelor, The Influence of Perception of Smoke-free Policies in Customer Dining Experience and Return Patronage in Restaurant, 2012

## **SUBJECT TAUGHT**

(Subject),(Session),(Credit Hour),(Student Level),(Organisation).

PASTRI DAN BAKERI, II 2014/15, 2, 81, 3, UMT

PERANCANGAN MENU DAN PERBELANJAAN, II 2014/15, 3, 81, 3, UMT

PENGELUARAN MAKANAN KOMERSIAL, I 2015/16, 4, 82, 3, UMT

KAEDAH PENYELIDIKAN MAKANAN, I 2015/16, 3, 82, 3, UMT

AMALI PENYEDIAAN MAKANAN, Sept 2014/15, 2, 81, 3, Universiti Malaysia Terengganu

PRINSIP PENYEDIAAN MAKANAN, Sept 2014/15, 3, 81, 3, Universiti Malaysia Terengganu

KAEDAH PENYELIDIKAN MAKANAN, Sept 2014/15, 3, 81, 3, Universiti Malaysia Terengganu

KAEDAH PENYELIDIKAN MAKANAN, Sept 2013/14, 3, 77, 3, Universiti Malaysia Terengganu

AMALI PENYEDIAAN MAKANAN, Sept 2013/14, 2, 80, 3, Universiti Malaysia Terengganu

PRINSIP PENYEDIAAN MAKANAN, Sept 2013/14, 3, 80, 3, Universiti Malaysia Terengganu

PERANCANGAN MENU DAN PERBELANJAAN, Dec 2012/13, 3, 77, 3, Universiti Malaysia Terengganu

Prinsip Penyediaan Makanan, Sept 2012/13, 3, 3, Universiti Malaysia Terengganu

Pengeluaran Makanan Komersial, Sept 2012/13, 4, 3, Universiti Malaysia Terengganu

Kaedah Penyelidikan Makanan, Sept 2012/13, 3, 3, Universiti Malaysia Terengganu

Asas Penyediaan Makanan, Feb 2012/13, 4, 3, Universiti Malaysia Terengganu

Perancangan Menu dan Perbelanjaan, Feb 2012/13, 3, 3, Universiti Malaysia Terengganu

Pastri dan Bakeri, Feb 2012/13, 2, 3, Universiti Malaysia Terengganu

Pengeluaran Makanan Komersial, Sept 2011/12, 4, 3, Universiti Malaysia Terengganu

Amali Penyediaan Makanan, Sept 2011/12, 3, 3, Universiti Malaysia Terengganu

Kaedah Penyelidikan Makanan, Sept 2011/12, 3, 3, Universiti Malaysia Terengganu

Prinsip Penyediaan Makanan, Sept 2011/12, 3, 3, Universiti Sultan Zainal Abidin

Perancangan Menu dan Perbelanjaan, Dec 2010/11, 3, 3, Universiti Malaysia Terengganu

Makanan dan Kebudayaan, Dec 2010/11, 3, 3, Universiti Malaysia Terengganu

Komoditi Makanan, July 2010/11, 3, 67, 3, Universiti Malaysia Terengganu

Kaedah Penyelidikan Makanan, July 2010/11, 3, 60, 3, Universiti Malaysia Terengganu

## **EXPERT CONSULTATION**

(Consultation),(Role),(Client),(Level), (From - Until), (Cost).

## **COMMERCIALIZATION**

(Comm. Type),(Industry Type),(Product),(Company Name),(Comm. Value).

## **EXPO/EXHIBITION**

(Expo),(Venue),(Organizer),(Level),(Date),(Cost).

## **EXTERNAL/INTERNAL/INDEPENDENT EXAMINER**

(Candidate/Body),(Degree Level),(Role),(From)-(Until).

## **EXTERNAL REVIEWER/EDITORIAL**

(Activity),(Role),(From)-(Until)

International Food Research Journal, Reviewer, 01/08/2013 - 01/08/2013

African Journal of Business Management, Reviewer, 01/11/2014 - 01/11/2014

## **ATTENDED COURSE/SEMINARS**

(Name of Seminar/Course),(Role),(From)-(Until),(Place),(Title of Paper Presented - if applicable).

Bengkel Aras Kognitif Soalan Dan Pengisian Jadual Spesifikasi Soalan, Peserta, 01/12/2015 - 01/12/2015, UMT

Bengkel Panduan Pengiktirafan BeSS, Pengarah Program, 09/11/2015 - 09/11/2015, UMT

Certificate in Innovation and Entrepreneurship CIIE), Peserta, 05/11/2015 - 08/11/2015, MS Garden Hotel, Kuantan

Kursus Latihan Pengendali Makanan, Peserta, 18/10/2015 - 18/10/2015, UMT

Program Latihan Amali Mod Blended Learning PPSTM, Peserta, 21/05/2015 - 21/05/2015, UMT

Bengkel Menghias Kek Menggunakan 'Buttercream' Bersama Taylor's University, Peserta, 17/05/2015 - 18/05/2015, UMT

Bengkel Pementapan Pengajaran dan Pembelajaran PPSTM, Peserta, 11/05/2015 - 11/05/2015, UMT

Bengkel Penghasilan Buku Keselamatan Makmal PPSTM, Peserta, 09/04/2015 - 09/04/2015, UMT

Latihan Penggunaan '4 Open Burner with Oven', Peserta, 07/04/2015 - 07/04/2015, UMT

Latihan Kebakaran Pusat Pengajian Sains dan Teknologi Makanan, Peserta, 18/03/2015 - 18/03/2015, UMT

Life and Management Issues Solution Based on Surah Al-Kahfi, Peserta, 12/03/2015 - 12/03/2015, UMT

SEM Workshop - Level 1, Peserta, 13/02/2015 - 14/02/2016, UniSZA

Malaysia International Halal Research and Education 2014., Pembentang, 02/12/2014 - 04/12/2014, Marriott Putrajaya Hotel, Malaysia, Factors Influencing Consumers' Purchase Intention of Halal Food Products in Kedah

Ibrah Wahyu Siri 3: Kisah Nabi Musa, Peserta, 28/10/2014 - 28/10/2014, UMT

Seminar Penyeliaan Pelajar Siswazah PPSTM, Peserta, 19/10/2014 - 19/10/2014, UMT

Taklimat Program Tambatan Hati Pelajar Cemerlang : Expert Back To Alma Mater, Peserta, 28/09/2014 - 28/09/2014, UMT

Seminar Wanita Mutiara UMT(SWAM) 2014, Peserta, 26/08/2014 - 26/08/2014, UMT

Bengkel Sehari Patrial Least Squares-Structural, Equation Modeling (PLS-SEM), Peserta, 21/08/2014 - 21/08/2014, MPWS Training Centre, Bangi, Selangor.

Bengkel Penambahbaikan Kurikulum Susulan Pemantapan Program Sarjana Muda Sains Makanan (Perkhidmatan Makanan Dan Pemakanan) Dan Bengkel Coppa Program Sarjana Muda Sains Makanan (Teknologi Makanan), Peserta, 19/08/2014 - 19/08/2014, UMT

Perjumpaan Dekan Bersama Staf Pusat Pengajian Sains Dan Teknologi Makanan, Peserta, 11/08/2014 - 11/08/2014, UMT

Ceramah Grand Finale sempena Bulan Ramadhan, Peserta, 21/07/2014 - 21/07/2014, UMT

Ceramah Mudahnya Menjemput Rezeki sempena Bulan Ramadhan, Peserta, 10/07/2014 - 10/07/2014, UMT

Seminar on Food Safety 2014, Peserta, 25/06/2014 - 26/06/2014, Hotel Cititel, Kuala Lumpur

Program Latihan Pengisian Sasaran Kerja Tahunan (SKT) Pegawai Alademik PPSTM, Peserta, 23/06/2014 - 23/06/2014, UMT

Program Jerayawara (Sesi II) bersama Ahli Akademik: Pemantapan, Pembangunan dan Pemerkasaan Ahli Akademik di Pusat Pengajian., Peserta, 15/06/2014 - 15/06/2014, UMT

Bengkel Semakan Struktur Kurikulum Program Antarabangsa 'Bachelor Of Food Science (Food Service And Nutrition)', Peserta, 01/04/2014 - 01/04/2014, UMT

Program Syarahan Profesor Adjung Program Sarjana Muda Sains Agroteknologi (Teknologi Lepastuai), Peserta, 05/03/2014 - 05/03/2014, UMT

Program Syarahan Tahunan Naib Canselor UMT Tahun 2014, Peserta, 30/01/2014 - 30/01/2014, UMT

Latihan Penggunaan Point of Sale (POS) System, Peserta, 23/01/2014 - 23/01/2014, UMT

2nd International Conference on Emerging Research Paradigms in Business and Social Science, Pembentang Kertas Ilmiah, 26/11/2013 - 28/11/2013, The Address, Dubai Mall, A Preliminary Study: Consumers' Perceived Quality, Emotion, Satisfaction and Behavioural Intention in Selected Theme Restaurants in Malaysia.

Bengkel Structural Equation Modeling, Peserta, 29/10/2013 - 30/10/2013, USM Penang

Retreat Pemantapan Program Pengajian Jabatan Sains Makanan, Peserta, 22/08/2013 - 24/08/2013, Tok Aman Bali Beach Resort, Tok Bali, Kelantan

Wacana Pemerksaan Governans Akademik, Peserta, 16/07/2013 - 16/07/2013, UMT

Bengkel Pemurnian Program Pasca Siswazah FASM, Peserta, 04/07/2013 - 04/07/2013, UMT

Program Bual Bicara bersama Naib Canselor, Peserta, 07/03/2013 - 07/03/2013, UMT

Bengkel Penggunaan Email (Zimbra), Peserta, 20/02/2013 - 20/02/2013, UMT

Bengkel Sistem Pendaftaran Kursus Online, Peserta, 05/02/2013 - 05/02/2013, UMT

1st International Islamic Tourism Standard Conference, Peserta, 06/12/2012 - 06/12/2012, PWTC, The Relationship between Food Choice Motives and Understanding of Halal Concept with Attitudes towards Halal Processed Food Products among University Students.

4th Asia Euro Conference on Tourism, Hospitality and Gastronomy Conference 2012., Pembentang Kertas Penyelidikan, 28/11/2012 - 30/11/2012, Taylor's University, Lakeside Campus, Selangor., The Relationships between Restaurant's Quality Dimensions, Perceived Value, Behavioural Intentions and Post-Purchase Attitudes.

International Conference on Multidisciplinary Research (ICMR 2012, Pembentang Kertas Penyelidikan, 01/11/2012 - 03/11/2012, USM Penang, The Dimension of Quality Measures in the Restaurant Industry

Edutalks : Teaching And Learning In Higher Education (Prof Keith Trigwell, Uni. Of Sydney), 22 Oktober 2012, UMT., Peserta, 22/10/2012 - 22/10/2012, UMT

Perjumpaan Mentor dan Mentee Pelajar Tahun I Sesi 2012/2013 Jabatan Sains Makanan, 20 September 2012, UMT., Peserta, 20/09/2012 - 20/09/2012, UMT

Bengkel Peningkatan Profesionalisme Pensyarah (Siri Scl - Popbl), Peserta, 29/08/2012 - 30/08/2012, UMT

Ceramah Nilai-Nilai Murni Dan Jati Diri., Peserta, 30/07/2012 - 30/07/2012, UMT

Syarahannya Profesor Adjung, Jabatan Agroteknologi., Peserta, 15/07/2012 - 15/07/2012, UMT

11th International Annual Symposium On Sustainability Science And Management

(UMTAS 2012), Pembentang Kertas Penyelidikan, 09/07/2012 - 11/07/2012, Riyaz Heritage Marina Resort & Spa., Consumers' Perception towards Extrinsic and Intrinsic Factors of Private Label Product in Johor Bahru, Malaysia.

Bengkel Pemurnian Dokumen Coppa Jabatan Sains Makanan., Peserta, 17/05/2012 - 17/05/2012, UMT

Statistical Short Course - Regression Analysis., Peserta, 12/04/2012 - 13/04/2012, USM Penang

Kursus Induksi Penyelidikan., Peserta, 08/04/2012 - 10/04/2012, Lake Kenyir Resort & Spa

Bengkel Pembentukan Program Baru Jabatan Sains Makanan., Urusetia dan peserta, 16/02/2012 - 18/02/2012, Awana Kijal Golf, Beach & Spa Resort

Bengkel Peningkatan Profesionalisme Pensyarah (Siri OBE - 1)., Peserta, 14/02/2012 - 15/02/2012, UMT

Taklimat Skim Saraan Baru Perkhidmatan Awam (SBPA), Peserta, 19/12/2011 - 19/12/2011, UMT

Bicara Inovasi, Peserta, 05/12/2011 - 05/12/2011, UMT

International Food Conference 2011, Pembentang Kertas Penyelidikan, 28/10/2011 - 29/10/2011, Widya Mandala Catholic University Surabaya, The Role of Food Quality in Determining Consumer Satisfaction, Post-purchase Attitudes and Behavioral Intentions in the Restaurants.

Program Survival Laut Dan Penghayatan Warisan Umt Kursus Induksi (Modul Umum) Bagi Kumpulan Pengurusan & Profesional Dan Kumpulan Sokongan, Peserta, 08/09/2011 - 10/09/2011, Pulau Bidong

Taklimat Kesihatan (Kekal Sihat Sepanjang Ramadhan), Peserta, 03/08/2011 - 03/08/2011, Universiti Malaysia Terengganu

Universiti Malaysia Terengganu 10th International Annual Symposium (UMTAS 2011), Pembentang Poster, 11/07/2011 - 13/07/2011, Hotel Permai Inn, Kuala Terengganu, Effects of different retort temperature and time on the physical properties of thermally processed tuna (*Euthynnus Affinis*) chunks in Traditional Malay Gulai

Taklimat Geran Tabung Penyelidik Muda 2011 (TPM), Peserta, 10/07/2011 - 10/07/2011, UMT

Program Latihan Menuai Dan Pra-Proses Untuk Pengeluaran Produk Makanan, Peserta, 07/07/2011 - 07/07/2011, Ladang Rosel, Rhu Tapai, Merang

Bengkel Penilaian Dalaman Coppa, Peserta, 30/06/2011 - 02/07/2011, Kenyir Lake Resort

Kursus Induksi (Modul Umum) Bagi Kumpulan Pengurusan & Profesional Dan Kumpulan Sokongan (Gred 27 - 32) Kali Ke - 15 Bil. 1/2011, Peserta, 20/06/2011 - 30/06/2011, Universiti Malaysia Terengganu & Awana Kijal Resort, Kemaman

Seminar Saranan Dan Kemajuan Pelajar Siswazah FASM Sesi Dis 2010/2011, Penilai Abstrak & Pembentangan, 23/05/2011 - 25/05/2011, Universiti Malaysia Terengganu

Bengkel Tatacara Audit Dalam Coppa, Peserta, 22/05/2011 - 22/05/2011, Universiti Malaysia Terengganu

7th Food Science And Technology Seminar, Hakim Food Bowl Quiz & Pengiring Peserta Pertandingan, 18/02/2011 - 20/02/2011, Monash University, Sunway Campus, Kuala Lumpur

Bengkel Peningkatan Profesionalisme Pensyarah (Siri OBE), Peserta, 13/02/2011 - 14/02/2011, Universiti Malaysia Terengganu

Bengkel Coppa Jabatan Sains Makanan, FASM, Peserta, 01/02/2011 - 01/02/2011, Universiti Malaysia Terengganu

Taklimat Pendedahan Awal Kaedah Pembelajaran Berpusatkan Pelajar (SCL), Peserta, 30/01/2011 - 30/01/2011, Universiti Malaysia Terengganu

Taklimat Pengguna Untuk Sistem Tuntutan Perjalanan Dalam Negara Atas Talian (E-Claim) Umt, Peserta, 26/01/2011 - 27/01/2011, Universiti Malaysia Terengganu

Taklimat Gerak Gempur Coppa Di Umt, Peserta, 18/01/2011 - 18/01/2011, Universiti Malaysia Terengganu

Taklimat Penyediaan Proposal Geran Penyelidikan, Peserta, 13/01/2011 - 13/01/2011, Universiti Malaysia Terengganu

Taklimat Kehilangan Aset, Peserta, 12/01/2011 - 12/01/2011, Universiti Malaysia Terengganu

Kursus Induksi (Modul Khusus) Bagi Kumpulan Pengurusan Dan Profesional Dan Kumpulan Sokongan (Gred 27-32) Kali Ke-14 (Bil. 3/2010), Participant, 15/12/2010 - 20/12/2010, Universiti Malaysia Terengganu

Seminar on All You Need to Know on GMP: "The Science and Practice of GMP", Participant, 09/12/2010 - 10/12/2010, Vistana Hotel, Pulau Pinang

Program Sembang-sembang Penyelidikan (Niche Area: Food Security), Peserta, 28/11/2010 - 28/11/2010, Universiti Malaysia Terengganu

Bengkel Penggubalan Program Baru, Peserta, 15/11/2010 - 15/11/2010, Universiti Malaysia Terengganu

Seminar Pembentangan Pelajar Siswazah Fakulti Agroteknologi & Sains Makanan, Penilai, 08/11/2010 - 09/11/2010, Universiti Malaysia Terengganu

Bengkel Pemurnian Semakan Kurikulum Program Pengajian UMT, Peserta, 08/10/2010 - 09/10/2010, Universiti Malaysia Terengganu

Taklimat Penilaian Mutu Makanan, Peserta, 30/06/2010 - 30/06/2010, Universiti Malaysia Terengganu

Kelas Membuat Dan Mendekorasi Kek Cawan Fondant, Peserta, 18/06/2010 - 18/06/2010, Kg. Gong Pak Jin, Kuala Terengganu

Kursus Asas Penyediaan Makanan, Peserta, 07/06/2010 - 10/06/2010, Universiti Malaysia Terengganu

Bengkel E-Kuliah (Moodle) Siri 1/2010, Peserta, 03/06/2010 - 03/06/2010, Universiti Malaysia Terengganu

Taklimat Permohonan Frgs Fasa 2/2010, Peserta, 31/05/2010 - 31/05/2010, Universiti Malaysia Terengganu

Seminar "Best Halal Practices", Peserta, 15/04/2010 - 16/04/2010, Universiti Malaysia Terengganu

Foreign Language Proficiency in Mandarin Chinese (Stage 1), Has been awarded a certificate of language proficiency, 26/04/2008 - 30/06/2008, University of Surrey, UK

Research Design Workshop, Participant, 26/07/2006 - 26/07/2006, Cathie Marsh Centre for Census and Survey Research, University of Manchester, UK.

### **PROFFESIONAL DEVELOPMENT**

(Name of Training),(From)-(Until),(Place),(Sponsor).

### **INTERNSHIP SUPERVISION**

(Student Name),(Organisation),(From)-(Until)

OH KHAI LEE, SHANGRI LA RASA SAYANG RESORT & SPA, 23/02/2015 - 12/06/2015

NG KA LING CECILIA, SHANGRI LA RASA SAYANG RESORT & SPA, 23/02/2015 - 12/06/2015

SINLEY TANG, PARKCITY EVERLY HOTEL BINTULU, 23/02/2015 - 12/06/2015

LIEONG SOOK THENG, GENTING HIGHLANDS RESORT, 23/02/2015 - 12/06/2015

TOH PAIK SEE, EASTERN & ORIENTAL HOTEL, 23/02/2015 - 12/06/2015

NG SHU VERN, TRADERS HOTEL PENANG, 23/02/2015 - 12/06/2015

TAN YON KAH, TRADERS HOTEL PENANG, 23/02/2015 - 12/06/2015

NAJIHA BINTO MOHD SALLEH, CITITEL MIDVALLEY HOTEL, 23/02/2015 - 12/06/2015

NUR ALIAA SAMSUDIN, KL AIRPORT SERVICES SDN BHD, 23/02/2015 - 12/06/2015

WAN SARAH SOFIAH WAN ABDUL RAHMAN, KL AIRPORT SERVICES SDN BHD, 23/02/2015 - 12/06/2015

NURUL IZATI ISMAIL, KL AIRPORT SERVICES SDN BHD, 23/02/2015 - 12/06/2015

LIM HUOI YING, RENAISSANCE KOTA BHARU HOTEL, 23/02/2015 - 12/06/2015



SITI KHADIJAH AHMAD DASUKI, RENAISSANCE KOTA BHARU HOTEL, 23/02/2015 - 12/06/2015

## **STUDENT ADVISORY**

(Matric),(Student),(From)-(Until).

## **OTHER CONTRIBUTIONS**

(Activity),(Role),(From)-(Until),(Level).

Seminar Kebangsaan, "Safe Food for Food Service Industries: Is Centralized Kitchen a Solution or an Option?", Moderator untuk Kumpulan Berfokus, 05 October 2015 - 06 October 2015, National

Pusat Jualan Komersial PPSTM, Pengarah Program, 17 June 2015 - 31 December 2015, National

Program Interaksi Bersama Alumni PPSTM, AJK, 01 October 2015 - 01 October 2015, National

Penulisan Buku Apresiasi Alumni, AJK, 18 August 2015 - 31 October 2015, National

Program Kerjasama Taylor University-UMT, AJK, 31 May 2015 - 31 May 2015, National

Program Kesedaran Pemakanan di Kalangan Remaja, AJK, 21 May 2015 - 22 May 2015, National

Malaysian Society for Microbiology (MSM2014), AJK Sosial dan Publisiti, 06 December 2014 - 08 December 2014, National

Lawatan Ilmiah Pelajar Sarjana Muda Sains Makanan (Perkhidmatan Makanan & Pemakanan) Tahun 4 ke Food & Hotel Asia 2014, Singapura., Pegawai Pengiring, 08 April 2014 - 11 April 2014, National

Program Road to MAHA 2014, Pengarah Program, 25 September 2014 - 27 September 2014, National

Program Latihan Penghasilan Produk kepada Kelab Pelajar MyAgrosis, Pengarah Program, 20 September 2014 - 27 September 2014, National

Majlis Makan Malam sempena Majlis Konvokesyen Ke-12 UMT Tahun 2014, AJK Makanan dan Persiapan Tempat, 28 November 2014 - 28 November 2014, National

Program Sehari Bersama Lebah Dan Madu, AJK, 20 October 2014 - 20 October 2014, National

Program 'Taste of Poland' dan Lawatan Duta Negara Poland ke PPSTM, Pengarah Program, 23 April 2014 - 23 April 2014, National

Lawatan Ilmiah Pelajar Sarjana Muda Sains Makanan (Perkhidmatan Makanan & Pemakanan) Tahun 3 ke Hospital Setiu dan Aqila Food Industries, Setiu., Pegawai Pengiring, 18 December 2014 - 18 December 2014, National

22nd Scientific Conference of Microscopy Society Malaysia (MSM2013), Ahli Jawatankuasa Saintifik, 26 November 2013 - 28 November 2013, National

Majlis Santapan Malam sempena Majlis Konvokesyen Ke-11 UMT 2013, AJK Makanan dan Persiapan, 18 October 2013 - 18 October 2013, National

Program Promosi FASM 2013 (Sekolah Menengah Teknik Lapangan Terbang, Kuala Terengganu), Penceramah bersama, 02 July 2013 - 02 July 2013, National

MIFT Annual Seminar and Competition, Mentor Perkembangan Produk, 15 March 2013 - 16 March 2013, National

Lawatan Ilmiah Pelajar Sarjana Muda Sains Makanan (Perkhidmatan Makanan & Pemakanan) Tahun 3 ke Sime Darby Convention Centre, K.L dan Prince Court Medical Centre, K.L., Pensyarah Pengiring, 05 December 2012 - 05 December 2012, National

Majlis Santapan Malam 2012 sempena Majlis Konvokesyen ke-10, Ahli Jawatankuasa Jamuan, 23 November 2012 - 23 November 2012, National

UMTAS 2012, Setiausaha, Jawatankuasa Saintifik, 09 July 2012 - 11 July 2012, National

UMTAS 2012, Penilai Pembentangan Poster, 09 July 2012 - 11 July 2012, National

Majlis Perasmian Hari Bumi & Bidong Underwater & Land Challenge, Ahli Jawatankuasa Jamuan, 19 April 2012 - 19 April 2012, National

Bengkel Pembentukan Program Baharu Jabatan Sains Makanan, Urusetia, 16 February 2012 - 18 February 2012, National

Bengkel Kerjaya FASM 2011, Fasilitator, 18 November 2011 - 19 November 2011, National

1st International Fisheries Symposium 2011, Pengiring Tetamu, 03 October 2011 - 05 October 2011, National

Taklimat Petugas Makanan Minggu Jalinan Mesra Sesi 2011/2012, Penceramah, 23 August 2011 - 23 August 2011, National

Retreat Semakan Semula Kursus Kokurikulum HEPA, Penyemak Kursus Kokurikulum, 14 August 2011 - 16 August 2011, National

Lawatan Ilmiah Pelajar Sarjana Muda Sains Makanan (Perkhidmatan Makanan & Pemakanan) ke Bangkok, Pensyarah Pengiring, 22 July 2011 - 27 July 2011, National

Audit Dalaman COPPA, Auditor, 30 June 2011 - 02 July 2011, National

Seminar Saranan Dan Kemajuan Pelajar Siswazah FASM Sesi Dis 2010/2011, Penilai Abstrak dan Pembentangan, 23 May 2011 - 25 May 2011, National

Majlis Pemasyhuran Kompleks Sukan Tengku Muhammad Ismail, Ahli Jawatankuasa Jamuan, 10 April 2011 - 10 April 2011, National

7th Food Science And Technology Seminar, Hakim Food Bowl Quiz, 18 February 2011 - 20 February 2011, National

Program Penggalakan Pemakanan dan Kesihatan untuk Komuniti Terpilih di Terengganu: Universiti Malaysia Terengganu (USR), Ahli Jawatankuasa, 09 January 2011 - 09 January 2011, National

Malaysian Agriculture, Horticulture and Agrotourism Show (MAHA) 2010, Petugas dan Penyedia Produk, 01 December 2010 - 05 December 2010, National

Bengkel Kerjaya FASM, Ahli Jawatankuasa, 05 December 2010 - 06 December 2010, National

Seminar Pembentangan Pengajian Siswazah FASM, Penilai Pembentangan & Abstrak, 08 November 2010 - 09 November 2010, National

Pemeriksaan Premis untuk Persijilan Halal JHEAT, Penilai, 13 October 2010 - 13 October 2010, National

Kursus Persijilan Halal kepada Usahawan IKS, Pembantu Penceramah, 29 September 2010 - 29 September 2010, National

Bengkel Pra-Latihan Industri, FASM, Urusetia, 24 September 2010 - 25 September 2010, National

Mini MAHA Peringkat Negeri Terengganu, Petugas, 06 August 2010 - 09 August 2010, National

Pemeriksaan Premis untuk Persijilan Halal JHEAT, Penilai, 28 July 2010 - 28 July 2010, National

Majlis Konvokesyen Ke-8, Ahli Jawatankuasa Jamuan, 25 July 2010 - 26 July 2010, National

Pameran Penyelidikan Majlis Konvokesyen UMT Ke-8, Petugas, 23 July 2010 - 26 July 2010, National

Minggu Jalinan Mesra Sesi Julai 2010/11, Ahli Jawatankuasa Jamuan, 04 July 2010 - 07 July 2010, National

Program Penggalakan Pemakanan dan Kesihatan untuk Komuniti Terpilih di Terengganu: Pulau Redang (USR), Ahli Jawatankuasa, 28 June 2010 - 29 June 2010, National

, 01 January 2015 - 13 January 2015, National