



# WAN HAFIZ WAN ZAINAL SHUKRI

Dr.

Education



Bsc. (Hons)



Msc



PhD

## Research Contribution and Achievements

### Contact

Office: (+609) 668 5103

Mobile: (+6013 2403121)

Email: wanafiz@umt.edu.my

### EXPERTISE

#### Field:

Food service

#### Expertise:

Gastronomy and hospitality

#### Specialisations:

Food choice, variety-seek

Risk perception

Hygiene practice

Service encounter

My research interests focuses on consumer behaviour linked to variety-seeking and risk perception while on holiday in cross cultural environment. I also carried out studies on intercultural service encounters and hygiene-related behaviour within a hospitality or tourism setting from both the consumers and those working in the restaurant sectors.

I am passionate about sustaining and promoting Malaysian heritage foods. Usually these were achieved through social-science lens by examining food culture and through food science approach; by merging local or traditional ingredients or method to develop new product. I came from a culinary and food science background, these knowledge enables me to be directly involved with new product development, mainly hydrocolloids-related. I currently held a Malaysian product trademark for Tubbies Ice Cream, Fresh Taste. Together, my team won a Silver medal during the International Invention and Innovation Exhibition (ITEX) and a Gold medal during University Malaysia Terengganu Innovation Day 2014 for our ice cream product incorporated with the traditional fermented cassava and glutinous rice. I am also a member of Association of Tourism and Leisure Education (ATLAS), a consultant to Gerson Lehrman Group (GLG) and a member of National Restaurant Association (NRA).

#### PROFESSIONAL MEMBERSHIP

- Association of Tourism and Leisure Education and Research (ATLAS Europe)
- Gerson Lehrman Group (GLG) Usa
- National Restaurant Association (NRA) Usa

#### NETWORKING & RESEARCH COLLABORATION

- University of Surrey, UK
- University of Greenwich, UK
- Universiti Teknologi MARA. Malavsia

#### PUBLICATION

- Scopus: Shukri, W.H.Z
- Researchgate: Wan Zainal Shukri
- Google scholar: Dr Wan Hafiz Zainal Shukri