

**NUR ALIAH MANSOR**

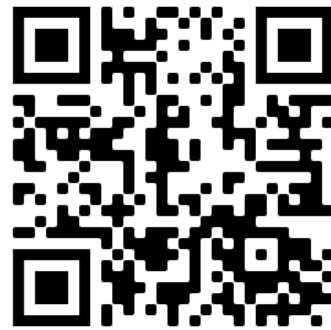
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#### ACADEMIC QUALIFICATIONS

**2020 (near completion)**

**Ph.D. in New Media**

**Bangor University (Prifysgol Bangor), United Kingdom**

***Information Marketing Strategy and Online Communities***

**2010**

**Masters in Hospitality Management**

**Universiti Teknologi MARA, Shah Alam, Malaysia**

***Restaurant Brand Equity, Customer Preferences and Purchase Decision.***

**2008**

**Bachelor in Hotel Management (Hons)**

**Universiti Teknologi MARA, Shah Alam, Malaysia**

**2004**

**Diploma in Pharmacy**

**Universiti Teknologi MARA, Shah Alam, Malaysia**

#### RESEARCH INTERESTS

- New Media
- Brand Community
- Emotions
- Qualitative Methods
- Cross-cultural Consumer Behaviour
- Music and Entertainment

## ACADEMIC EMPLOYMENT

**2016-present**

**Lecturer**

**Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan (UMK)**

- Teaching Interests:
  - Customer Relationship Marketing (CRM)
  - Consumer Behaviour
  - Marketing & Society
  - Issues in Tourism & Hospitality

**2010-12**

**Lecturer**

**Faculty of Hotel & Tourism Management, Universiti Teknologi MARA (UiTM) Penang Campus**

**2008**

**Tutor**

**Kolej Teknologi & Professional Indera Kayangan, Kangar, Malaysia**

## EMPLOYMENT HISTORY

**2009-10**

**Headhunter**

**Akar Insan Pte Ltd, Bangsar**

- Managed relationships with clients and job candidates, ranging from fresh graduates to mid-career professionals.
- Linked 120 new graduates with Maybank professionals for Maybank Leap 30 mass acquisition during a CATPAS (Coffee & Tea Party at Starbucks) networking event worth approximately RM17,000;
- Spearheaded RM21,000 ECM Libra Investment Bank Relationship Managers headhunting project.
- Led and trained junior executives on recruitment, headhunting operations and management.
- Managed social media campaigns on Facebook.

**2007-08**

**Hostel Manager (Summer Job)**

**Hostel Cosmopolitan, Kuala Lumpur**

- Assisted in the administration, customer care management, housekeeping, and security of the hostel.

- Provided local and regional travel information to meet the demands of diverse international guests.

**2004-07**

**Senior Pharmacy Technician**

**Subang Jaya Medical Centre, Subang Jaya**

- Accuracy and numeracy skills developed through high level documentation, data entry and filing works.
- Carried out dispensing duties and attended to patients, nurses and doctors' queries face-to-face and by phone on a regular basis.
- Investigated and monitored pharmacy dispensing errors.
- Produced investigative reports as part of company's customer service improvement programme.
- Worked more than 16 hours per week, especially during semester holidays to fund college education.

**2003-04**

**Pharmacy Technician (Intern)**

**Hospital Alor Star, Alor Star**

**PROFESSIONAL MEMBERSHIP**

Association of Internet Researchers

**AWARDS | ACHIEVEMENTS**

**2019**

**Excellence in Supervision**

Faculty of Hospitality, Tourism & Wellness Undergraduate Research Colloquium 2019, Dec 2

**Blended Learning Achievement**

Center for Academic Excellence & Development, Universiti Malaysia Kelantan

**2018**

**Gold Medal Award**

Asia Innovation Show, Penang, Apr 27-29

**Silver Medal Award**

Teaching Enhancement and Learning Innovation Carnival  
Universiti Malaysia Kelantan, May 16

**2017**

**Special Award** – The 1st International Malaysia-Indonesia-Thailand Symposium on Innovation and Creativity, Universiti Teknologi MARA Perlis, Jul 26-27

**Gold Medal Award** – The 1st International Malaysia-Indonesia-Thailand Symposium on Innovation and Creativity, Universiti Teknologi MARA Perlis, Jul 26-27

**2011**

**Best Paper Award** – The 5th International Conference of the Asian Academy of Applied Business, Phnom Penh, Jun 9-10

**2004**

**Best Presentation Award** - Pharmacy Department, Hospital Alor Star

## PUBLICATIONS | WORK SUBMITTED

### Book Chapters

**Mansor, N. A.**, Razak, R. A., Mohamad, Z. Z., Din, N., & Razak, A. A. (2020). The affective economy and online fan communities: A case study of Johnny & Associates. In Suki, N. M. & Suki, N. M. (Eds.), *Leveraging consumer behavior and psychology in the digital economy* (pp. 91-105). **IGI Global**. <http://doi:10.4018/978-1-7998-3042-9.ch006>

**Mansor, A.** (2018). Johnny's idol persona constructions and female fandom consumption. In Raphael, J., Lam, C., & Weber, M. (Eds.). (n.d.), *Disassembling the celebrity figure: Credibility and the incredible* (pp. 13-30). **Brill | Rodopi**. [https://doi.org/10.1163/9789004365322\\_003](https://doi.org/10.1163/9789004365322_003)

Razak, A. A., **Mansor, N. A.**, & Hassan, H. (forthcoming). V Care Klinik Haiwan. In *Rise of alumni entrepreneur – The pride of Universiti Malaysia Kelantan*. UMK Press.

### Journal Publications

#### Refereed Journal Articles

Razak, A. A., **Mansor, N. A.**, Razak, R. A., Nawi, N. M. M., Yusoff, A. M., & Din, N. (2020). Changing awareness about health behavior: A study among young Instagram users. *The Journal of Behavioral Science*, 15(1), 19-33. <https://so06.tci-thaijo.org/index.php/IJBS/article/view/198301>

Mohamad, Z. Z., Musa, S. U. M., Razak, R. A., Ghanapathy, T., & **Mansor, N. A.** (in press). Internet of Things: The acceptance and its impact on well-beings among millennial. *International Journal of Information Technology and Management* (ABS 1\*, Scopus Q4)

Mansor, N. A., Ibrahim, M., Rusli, S. A., Simpong, D. B., Razak, N. F. A., Samengon, H., Ridzuan, N. A., & Othman, N. A. (2019). Empowering indigenous communities through participation in tourism. *International Journal of Tourism Anthropology*, 7(3/4), 309–329.  
<https://dx.doi.org/10.1504/IJTA.2019.107323> (Scopus Q3)

**Mansor, N. A.**, Rusli, S. A., Ibrahim, M., Razak, N. F. Simpong, D. B., Ridzuan, N. A., & Othman, N. A. (forthcoming). Over-development in rural tourism: Tourism impact, local community satisfaction and dissatisfaction. *Humanities & Social Sciences Reviews* (Scopus Q1)

Simpong, D. B., Ridzuan, N. A., Samengon, H., Othman, N. A., **Mansor, N. A.**, Ibrahim, M., & Razak, N. F. A. (2020). The impact of community-based tourism on socio-cultural and economic aspect of Orang Asli in Dusun Kampung Kuala Mu, Sungai Siput. *Journal of Critical Reviews*, 7(19), 2156-2165.  
<http://dx.doi.org/10.31838/jcr.07.19.259> (Scopus indexed)

#### **Non-Refereed Journal Articles**

Zahari, M. S. M., **Mansor, N. A.**, Hanafiah, M. H., Radzi, S. M. & Hashim, R. (2011). Restaurant brand image attributions, customer preferences and purchase decision: evidence from Malaysia. *Scientia Journal Res Manageria*, 1(1), 32-42.

#### **Publications Currently Under Review**

**Mansor, N. A.** & Awang, K. W. Content analysis of Facebook food community meaning in a time of crisis. Submitted to inaugural issue of the *South Asian Journal of Tourism and Hospitality*

**Mansor, N. A.** & Razak, R. A. Social media and tourist expectations. Impact of new media in tourism. Submitted to IGI Global

**Mansor, N. A.** Letters. FireFlyz Magazine

Din, N., **Mansor, N. A.**, & Razak, R. A. AnJ: Penawar batuk bahan alami. In Buletin Teraju UMK

Razak, R. A., **Mansor, N. A.** & Razak, A. A. Movement control order (MCO) and its impact on women's daily life and well-being #stayhome

### **Conference Proceedings**

Razak, N. F. A., **Mansor, N. A.**, Ibrahim, M., & Rusli, S. A. (2020, August 10-11). Perceived socio-cultural impacts of over-development in rural tourism: A case study of Cameron Highlands. *Proceedings of the 2nd Conference on Tropical Resources and Sustainable Sciences. IOP Conference Series: Earth and Environmental Science (EES)*.

Nawi, N. M. M., Langgat, J., **Mansor, N. A.**, & Nenin, M. (2011, June 9–10). *Outsourcing performance monitoring: A case of Kuala Lumpur three-star hotel* *Proceedings of the 5th International Conference of the Asian Academy of Applied Business*.

### **Conference Sessions and Presentations**

**Mansor, N. A.**, Razak, A. A., Yusoff, A. M., Nawi, N. M. M., & Razak, R. A. (2018, December 3-5). *The role of Instagram in influencing healthy behavioural change* [Paper presentation]. Research and Innovation Seminar, Universiti Malaysia Kelantan, Kota Bharu, Malaysia.

Ibrahim, M., **Mansor, N. A.**, Simpong, D. B., Ridzuan, N. A., Samengon, H., Razak, N. F. A., & Rusli, S. A. (2018, December 3-5). *Orang Asli community involvement in native-based tourism: A case study of Cameron Highlands* [Poster presentation]. Research and Innovation Seminar, Universiti Malaysia Kelantan, Kota Bharu, Malaysia.

**Mansor, N. A.**, Razak, A. A., Yusoff, A. M., Nawi, N. M. M., & Razak, R. A. (2018, July 25-27). *The role of social media in influencing healthy lifestyle of young people* [Poster presentation]. The 9th Asian Association of Indigenous and Cultural Psychology, Universiti Malaysia Sabah, Kota Kinabalu, Malaysia.

Yusoff, A. M., **Mansor, N. A.**, Din, N., & Razak, R. A. (2018, May 16). *Video-based educational intervention for effective food safety education* [Poster presentation]. Teaching Enhancement and Learning Innovation Carnival (TeLIC) 2018, Universiti Malaysia Kelantan, Malaysia.

**Mansor, N. A.**, Razak, A. A., Yusoff, A. M., & Nawi, N. M. M. (2018, April 27-29). *The role of social media in influencing healthy lifestyle of young people* [Poster presentation]. The 2nd World Congress on Anti-Aging, Aesthetic, Regenerative, Nutritional and Exercise Medicine, Sheraton Imperial Kuala Lumpur, Malaysia.

Din, N., **Mansor, N. A.**, Razak, R. A., Hashim, N. H., Othman, C. N., Mohamad, Z. Z., Yusoff, A. M., & Ali, N. M. (2018, April 27–29). *AnJ as an alternative cough medication* [Poster presentation]. Asia Innovation and Invention Conference and Show, Penang, Malaysia.

Din, N., **Mansor, N. A.**, & Razak, R. A. (2017, August 15-17). *Video-based educational intervention associated with improved hand hygiene knowledge and techniques of Malaysian hospitality management students* [Poster presentation]. The International Conference and Competition on Teaching and Learning, Universiti Teknologi MARA Perlis, Malaysia.

**Mansor, A.** (2014, July 21-23). *Marketing & online fan communities: A case study of Johnny & Associates* [Paper presentation]. The 3rd Global Conference: Celebrity & Fandom, Oxford, United Kingdom.

**Mansor, A.** (2014, April 30). *The life and times of Johnny Kitagawa* [Poster presentation]. School of Creative Studies & Media Poster Event, Bangor University, Bangor, United Kingdom.

**Mansor, A.** (2013, July 2-3). *Information communication strategy in Japanese popular music* [Paper presentation]. MeCCSA-Postgraduate Network Conference, University of East Anglia, United Kingdom.

**Mansor, A.** (2013, June 14). *Marketing & Online Fan Communities: A Case Study of Johnny & Associates* [Paper presentation]. New Directions in Media Research, University of Leicester, United Kingdom.

<https://www.meccsa.org.uk/nl/three-d-issue-21-new-directions-in-media-research-2013/>

### General Publications

Din, N., Tahir, M. S., Razak, R. A., **Mansor, N. A.**, & Bonari, B. (2020, March 24). E-usahawan makanan. *Info Usahawan*, 15, 19.

## UNDERGRADUATE TEACHING

### Universiti Malaysia Kelantan

- Consumer Behaviour (Year 2) 2019
- Product Development (Year 3) 2018-2019
- Contemporary Issues in Hospitality (Year 4) 2019
- Facilities Management (Year 2) 2018
- Restaurant Management & Food Service (Practical) 2016-2020

- Contemporary Club Management (Year 2/3) 2020

### **Universiti Teknologi MARA Penang Campus**

- Customer Service (Year 3) 2011-2012
- Introduction to Hospitality Industry (Year 1) 2010-2012
- Introduction to Meetings, Incentives, Conferences and Exhibitions (MICE) (Year 1) 2010
- Food & Beverage Management I (Year 1) 2011
- Food & Beverage Management II (Year 2) 2010
- Housekeeping Management (Year 1) 2010-2012
- Food & Beverage Service (Practical) (Year 1) 2011

### **UNDERGRADUATE SUPERVISION**

#### **Supervised 15 undergraduate final year projects**

##### **2020**

##### **Perceived Risk and Travel Decision**

Nasuha Aziz, Nasihah Mohd Yusoff, Noor Zulika Bodjori & Noor Husniza Ahmad

##### **eWOM and Travel Decision**

Tan Shu Liang, Siti Noor Mat Shafee, Sabrina Mohd Saleh & Siti Nurul Arifah Zazali

##### **Social Media and Visit Intention**

Liyana Sadli, Izzati Shafinaz Ambo Resi, Muniswar A/L M.Vadiveloo & Norfatihah Mohd Hanapiah

##### **2019**

##### **Influence of Social Media in Creating Tourist Expectation among Malaysian Travellers**

Yau Hui Wen, Siti Nadiatul Aisyah Moh Pasuzi, Nor Syamimi Mustapa & Nur Azlinah Ali  
Awarded Silver Medal

##### **Muslim Travel Behaviour: An Investigation of Muslim Customer Perceived Value and Satisfaction**

Yong Jye Fei, Nor Affiezah Menjeri, Nor Zuliani Mohammad Zulkifle & Nur Farhah Athirah Saharom  
Awarded Gold Medal



**The Relationship between Destination Image and Behavioural Intention among Muslim Tourists**

Tay Lee Yan, Nurul Nadhirah Zainudin & Nor Amalina Mohd Ali  
Awarded Gold Medal

**Assessing Brand Equity Model and Tourist Satisfaction in Cultural Heritage Tourism: A Case of Dataran Merdeka**

Voon Mei Xian, Nurin Fitrah Ruslan, Nor Fatin Shahira Rosli & Nur Amira Azhani Abd Aziz

**The Relationship between Nutrition Knowledge, Attitude and Nutritional Label towards Healthy Eating Habits among Generation Y in Malaysia**

Nurul Ain Nadhirah Abdul Wahid, Nor Adibah Mohd Izazi, Tan Suet Teng & Nurul Shafika Yusof  
Awarded Gold Medal

**2018**

**Consumer Acceptance towards the Use of Self-Service Technologies in the Hospitality Industry**

Ho Soon Meng, Winne Ong Wei Yee, Yoon Weng Yen & Victor Chan Chin How\*  
Awarded Silver Medal & Best Presenter Award\*

**Factors that Influence Universiti Malaysia Kelantan Students towards Entrepreneurial Intention**

Nur Aifa Dinie Mohammad Najib @ Mohammad Najib, Norhayati Zulkefli, Nur Farah Fozi & Elyonanze Masangki  
Awarded Silver Medal

**The Influence of Quality of Service on Customer Satisfaction and Intention to Revisit in Coffee Shops**

Ang Ming Wei, Chew Sing Eng, Chong Sin Chou & Janet Tay Huey Meen  
Awarded Silver Medal

**2017**

**Assessing Five-Factor Model of Personality towards Uploading Food Pictures into Instagram among Young People**

Nur Nadia Norzaiman, Nor Liza Mohd Kamal, Nurul Syafiqah Abdullah & Nurul Shamimi Abdullah  
Awarded Bronze Medal

**The Influence of Korean TV Drama towards Youths' Leisure Behaviour**

Siti Martini Ab Rahman, Siti Norhafiza Azami, Siti Badariah Ismail & Muhammad Izzuddin Mazlan

Awarded Bronze Medal

**Customers' Privacy and Security When Staying in a Hotel: View from the Customer and Hotel Managers**

Muhammad Ikhmal Ibrahim, Ainul Husna Mohamad Husni, Nurul Hasharah Othman & Siti Aisyah Ab Majid

Awarded Bronze Medal

**Intention and Staffs' Behaviour on Waste Segregation**

Asmafazira Sukor, Nur Afifah Mohd, Noor Hafiezah Ghazali & Muhamad Amirul Hakimi Mohamad Razali

**EXAMINATION**

**2018**

**Masters by Research Candidate**

Noorulfarahiah Ismail, Master of Entrepreneurship (Hospitality)

**REVIEWER**

**2020**

**Reviewer**

Heliyon

**2019**

**Reviewer**

Journal of Engineering Science and Technology (JESTEC) (Q2)

International Journal of Information Technology & Management (IJITM) (Q4)

**GRANTS | SCHOLARSHIP**

**2020**

- **RM6,000.00**
- Funding agency: Universiti Malaysia Kelantan through the COVID-19 Special Grant
- Cyberloafing and its impact on COVID-19 work from home: An exploratory study among public workers
- **Co-Investigator**; Other Investigators: Dr. Siti Salina Saidin (PI), Dr. Suchi Hassan & Dr. Mohd Fadil Mohd Yusof

**2012-2015**

- RM500,000.00

- Funding agency: Majlis Amanah Rakyat Malaysia (Graduate Excellence Programme, PhD study)
- Information Marketing Strategy and Online Communities, School of Music & Media, Bangor University, United Kingdom.

### **2018-2019 (completed)**

- RM 5,000.00
- Funding agency: Universiti Malaysia Kelantan through the Skim Geran Penyelidikan Jangka Pendek (SGJP) programme (Ref: R/SGJP/A11.00/01561A/001/2018/000469)
- Consumer Lifestyle and Health: The Role of Social Media in Influencing Healthy Eating
- **Principle Investigator**; Other Investigators: Dr. Arbaiah Abdul Razak, Nor Maizana Mat Nawi, Abdullah Muhamed Yusoff, Rizalnyianni Abdul Razak & Dr. Norrina Din

### **2017-2020**

- RM53,000.00
- Funding agency: Ministry of Education, Fundamental Research Grant Scheme (FRGS) (Ref: FRGS/1/2017/SS06/UMK/03/1)
- Fostering Socio-Economic Activities and Community Involvement in Native Based Tourism Product among Orang Asli
- **Co-Investigator**; Other Investigators: Dr. Derweanna Bah Simpong (PI), Mazne Ibrahim, Nurashikin A. Ridzuan, Harnidah Samengon, Siti 'Atikah Rusli, Nurul Fardila Abd Razak & Nur Azimah Othman

## **CONFERENCES | PRESENTATIONS**

### **Conference Panels**

**2018**

#### **Session Chair**

Research and Innovation Seminar, Universiti Malaysia Kelantan, Dec 3

**2017**

#### **Moderator, Stakeholder Roundtable Discussion**

Institute for Poverty Research and Management (INSPEK), Universiti Malaysia Kelantan, Mar 5

**2014**

#### **Session Chair**

The 3rd Global Conference: Celebrity & Fandom, Mansfield College, Oxford,  
Jul 21-23

#### INVITED LECTURES

**2011**

**Judge, Final Year Student Business Project Competition**

Politeknik Seberang Perai, Penang, Mar 20

**2010**

**Speaker, Pre-Executive Seminar**

Universiti Teknologi MARA Perlis, Aug 7

#### UNIVERSITY | DEPARTMENTAL TALKS

**2019**

**Speaker, Student Development and Graduate Employability**

Orientation Week

Faculty of Hospitality, Tourism and Wellness, Sep 6-7

**Panel, FHTW Undergraduate Colloquium**

Universiti Malaysia Kelantan City Campus, Dec 2

**Jury, FHTW Nutrition Innovation and Health Exhibition**

SMK Kota Bharu, Apr 18

**2017**

**Jury, FHTW Nutrition Innovation and Health Exhibition**

Universiti Malaysia Kelantan City Campus, May 14

#### ADMINISTRATION | MANAGEMENT | LEADERSHIP

**Faculty Level**

**2020**

Course Coordinator

- Contemporary Club Management

Student Development Coordinator

Committee Member – Faculty Management Committee

Academic Advisor

**2019**

Course Coordinator

- Current Issues in Hospitality

- Consumer Behaviour

Student Development Coordinator

Entrepreneurship Coordinator

Committee Member – Student Development Committee

Committee Member – Teaching and Learning Committee

Committee Member – Entrepreneurship and Student Development Committee

Committee Member – Research and Postgraduate Committee

Programme Director – Academic Intervention Programme Task Force, Nov 24

Programme Director – Food Handler Training Task Force, Dec 4-5

Organizing Committee – Industrial Captain Talk Series Task Force, Oct 17

Industrial Visit Supervisor (Selangor)

Academic Advisor

## **2018**

Course Coordinator

- Product Development
- Facilities Management

Entrepreneurship Coordinator

Committee Member – Entrepreneurship and Student Development Committee

Committee Member – Research and Postgraduate Committee

Industrial Visit Supervisor (Perak)

Member – Faculty Blended Learning

Committee Member – Business Apprentice Competition Task Force

Academic Advisor

## **2017**

Course Coordinator

- Product Development

Entrepreneurship Coordinator

Committee Member – Curriculum Review Committee

Committee Member – Teaching and Learning Committee

Financial Lead – The Faculty: Basil Leaves Restaurant Entrepreneurship Committee

Academic Advisor

## **2016**

Committee Member – Curriculum Review Committee

## **2010-2012**

Course Coordinator

- Industrial Training
- Housekeeping Management

- Introduction to Meetings, Incentives, Conferences and Exhibitions (MICE)

Academic Advisor

Committee Member – Vetting Committee

Supervising Lecturer for Educational Field Trips (1<sup>st</sup> year Tourism students)

- Malaysia Convention and Exhibition Bureau at Putra World Trade Centre (PWTC)
- Putrajaya International Convention Centre
- MATTA Fair 2011 at PWTC
- Sunway Hotel Seberang Jaya.

## **2009**

Organizing Committee

- Leadership Seminar – Emotional Intelligence on a Modern Organizational Leader's Ability to Make Effective Decisions
- Guest Speaker: Emeritus Professor Dato' Dr. Ibrahim Ahmad Bajunid

## **PROFESSIONAL DEVELOPMENT**

## **2020**

**From Overtourism to a COVID-19 Immobile world**

On Tourism & Sustainability

**Write a Killer Literature Review**

Udemy

**Systematic Literature Review Workshop**

Kota Bharu, Mac 7

Facilitator: Dr. Hayrol Azril Mohamed Shaffril

## **2019**

**Writing and Publishing in Web of Science (SSCI) and Scopus Journal**

**Article: What Matters Most**

Universiti Tunku Abdul Rahman, Kampar Campus, Dec 7

Facilitator: Dr. Garry Tan Wei Han

**Literature Review using ATLAS.ti**

MPWS Bangi, Dec 6

**Food Handler Training**

Universiti Malaysia Kelantan City Campus, Dec 4

**Bengkel Pemantapan Penerbitan Berimpak Tinggi 2019**

Holiday Villa Hotel & Suite, Kota Bharu, Jul 17-18  
Facilitator: Prof. Dr. Norazah Mohd Suki

**Symposium on Islamic Tourism**

Paya Bunga Hotel, Kuala Terengganu, Apr 15-16

**Research Methodology Workshop**

Universiti Malaysia Kelantan, Feb 11  
Facilitator: Prof. T. Ramayah

**Qualitative Data Analysis**

MPWS Bangi, Feb 8

**2018**

**Executive Certificate for Entrepreneurial Leader**

Institute for Entrepreneurial Leadership, Swansea University  
Pusat Pembangunan Keusahawanan, Universiti Kebangsaan Malaysia  
Facilitator: Prof. Paul D. Hannon  
Aug 11-17

**High Impact Journal Writing & Publishing Workshop**

Universiti Malaysia Kelantan, Feb 14-15  
Facilitator: Prof. Kamaruzaman Jusoff

**2017**

**INSKEN Graduate Entrepreneur Program**

Kota Bharu, Jul 17-20

**2011**

**Kursus Asas Pengajaran**

Universiti Teknologi MARA, Dec

**Writing Scholarly Articles for International Journals in Social Sciences**

Higher Education Leadership Academy (AKEPT), Nov 28-30  
Facilitator: Prof. Zuraidah Mohd Don

**Kursus Induksi Perkhidmatan Kumpulan I (Pegawai Kumpulan Pengurusan dan Profesional)**

Universiti Teknologi MARA, Jun 18-30

COMMUNITY | SOCIAL ACTIVITIES | OUTREACH

**2019**

### **Programme Director**

UMK Inbound Mobility Programme 2019: International Student Mobility Program from University of Bengkulu Indonesia - Introducing Indonesian Foods and Cultures & Crafting: Making Terrarium (Community Service)  
KEMAS Pengkalan Chepa

### **Participant, LED Night Run**

Universiti Malaysia Kelantan City Campus, Mar 30

### **2017-2019**

#### **Club Advisor**

Kelab Pelajar Hospitaliti, Universiti Malaysia Kelantan

### **2018-current**

Let's Write Group

### **2018**

#### **Volunteer**

JUPEM Kelantan, Universiti Teknologi MARA Selangor, and RISM Pantai Timur, Nov 18-19

### **2017**

#### **Co-Advisor**

BaktiSiswa Beach Clean, Kelab Hospitaliti, Universiti Malaysia Kelantan, Feb 25

### **Programme Director**

Typhoid vaccination programme, Faculty of Hospitality, Tourism, and Wellness and UMK Clinic, Universiti Malaysia Kelantan

### **2014**

#### **Conference Helper**

Media, Persuasion and Human Rights Conference, Bangor University, Nov 10-11

<https://www.bangor.ac.uk/news/archive/bangor-s-media-persuasion-and-communications-network-ran-successful-conference-20951>

### **President**

Malaysian Students Society, Bangor University

### **Member**

Qualitative Interdisciplinary Reading Group, Bangor University

### **2013**



**Volunteer**

Felin Uchaf Eco Centre, Llyn Peninsula, Wales, Apr 7-11

**2011**

**Volunteer**

Zoo Taiping, Perak, May 16

**2010**

**Volunteer**

Kg. Bukit Asu, Gerik, Perak, Jul 1

**2010-2013**

**Host and Free Guide**

Hospitality Club & Couchsurfing