



PROFILE

AGE: 30 YEARS OLD
GENDER: MALE
RELIGION: ISLAM
DATE OF BIRTH: 27.02.1991
NATIONALITY: MALAYSIA

RESEARCH ID

ORCID
<https://orcid.org/0000-0003-0151-0726>

Scopus
<https://www.scopus.com/authid/detail.uri?authorid=57211378533>
H-Index: 2

Google Scholar
[muhamad nasyat muhamad nasir - Google Scholar](#)
Citations: 39
H-Index: 3
i10-index: 1

Research Gate
Muhamad Nasyat Muhamad Nasir
Citations: 29
H-Index: 3

EXPERTISE

TOURISM MARKETING, STRUCTURAL EQUATION MODELLING (CB-SEM)

DR. MUHAMAD NASYAT BIN MUHAMAD NASIR

SENIOR LECTURER

Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan (UMK), Kampus Kota Pengkalan Chepa, 16100 Kota Bharu Kelantan, Malaysia.

E-MAIL: nasyatnasir.mn@umk.edu.my
PHONE: 0199812570

EDUCATION

UNIVERSITY SULTAN ZAINAL ABIDIN

DOCTOR OF PHILOSOPHY
2016 - 2020
PASSED

UNIVERSTI TEKNOLOGI MARA

MASTER OF BUSINESS ADMINISTRATION (MBA)
2013 - 2015
CGPA: 3.64

UNIVERSITI TEKNOLOGI MARA

BACHELOR OF BUSINESS ADMINISTRATION (FINANCE)
2010 - 2013
CGPA: 3.37

MAKTAB SULTAN ISAMAIL COLLEGE

PURE SCIENCE STREAM
8A 2B

EXPERIENCES

Senior Lecturer

Universiti Malaysia Kelantan (UMK)
2021-present

Teacher

Sekolah Menengah Kebangsaan Zainab (2)
2015 (three months)

Unit Trust Agent

Public Mutual
2013-2016

THESIS

1. Modelling The Mediating Role of Place Attachment and Tourist Satisfaction on Destination Loyalty in the Malaysian Tourism Industry.
(Phd Thesis)

Universiti Sultan Zainal Abidin, Kuala Terengganu, Terengganu.

2. Factors Affecting Cyber Slacking Among Employees at Majlis Bandaraya Shah Alam.
(Master Dissertation)

Universiti Teknologi Mara, Shah Alam, Selangor.

3. The Determinants of Corporate Governance on Public Listed Companies in Malaysia.
(Bachelor Degree Dissertation)

Universiti Teknologi Mara, Kota Bharu, Kelantan.

JOURNAL ARTICLES

Nasir, M., Mohamad, M., Ghani, N., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters*, 10(2), 443-454. (SCOPUS)

Mohamad, M., **Nasir, M. N. M.**, Ab Ghani, N. I., & Afthanorhan, A. (2019). Parallel mediators of place attachment and tourist satisfaction in destination attractiveness, destination loyalty and service quality. *International Journal of Innovation, Creativity and Change*, 7(7), 228-256. (SCOPUS)

Mohamad, M., Ab Ghani, N. I., & **Nasir, M. N. M.** (2019). The Impact Of Perceived Value, Destination Service Quality, And Tourist Satisfaction On Destination Loyalty Among International Tourists Visiting Malaysia. *Journal of Tourism*, 4(16), 10-26. (MYCITE)

Nasir, M. N. M., Mohamad, M., & izzati Ab, N. Understanding the Behaviour of International Tourists from China Visiting Malaysia: Proposing a Conceptual Model. *Journal of Marketing Advances and Practices*, 3(2), 1-16.

Proceedings

Muhamad Nasyat Muhamad Nasir and Nur izzati Ab Ghani. The Mediating Role of Place Attachment on the Perceived Value and Destination Loyalty Relationship: A conceptual Model. *International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH) 2021*, 31 July 2021, Academic Inspired Network, Kuala Lumpur.

Muhamad Nasyat Muhamad Nasir, Marlisa Abdul Rahim and Suchi Hassan. Proposing a Research Model of Destination Loyalty: The Case of Gastronomic Tourism in Malaysia. *International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH) 2021*, 31 July 2021, Academic Inspired Network, Kuala Lumpur.

Reviewer

Technical Reviewer, International Conference on Entrepreneurship, Business, Tourism and Hospitality (ICEBTH) 2021.

Journal Reviewer, Cureus Journal of Medical Sciences 2019.

COMMUNITY SERVICES / FACILITATOR / MODERATOR

Moderator, Road to UMK: Jom Kenal UMK, Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, 29 July 2021.