



CURRICULUM VITAE

1. PERSONAL PROFILE

Name : Nur Dalila binti Mat Yusoff
Current Position : Lecturer
Address : Lot 1286, Kampung Pengkalan Chengal, Perupok, 16300 Bachok,
Kelantan.
Affiliation : Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia
Kelantan.
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2. ACADEMIC QUALIFICATIONS

On –Going (3rd year)
PhD in Management
Universiti Malaysia Sarawak

2012

Masters in Food Service Management
Universiti Teknologi MARA, Shah Alam, Malaysia

2010

Bachelor of Science (Hons) of Culinary Arts Management,
Universiti Teknologi MARA, Shah Alam, Malaysia

3. WORK EXPERIENCE

Year	Position	Place of Work
2012- Present	Lecturer	Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, P.O. Box: 36, Pengkalan Chepa, 16100 Kota Bharu, Kelantan.
2010-2012	Lecturer	Faculty of Hospitality and Halal Food Services, Insaniah University College, Alor Setar, Kedah.

4. TEACHING AND ADMINISTRATIVE RESPONSIBILITIES

Taught courses: Halal Food Production, Introduction to Hospitality, Seminar in Hospitality, Food and Beverage Management, Restaurant and Foodservice Operation. Supervisor of Final Year Research Project, Supervisor of Student in Enterprise Programme, Hospitality Product Development, Restaurant Management.

Administrative responsibilities:

- Coordinator of Entrepreneurial Visit for Hospitality Department, Universiti Malaysia Kelantan, 2012-2013.
- Programme Coordinator for Bachelor of Entrepreneurship (Hospitality) with Honors, 2013-2014.
- Academic advisor to undergraduate students Faculty of Hospitality, Tourism and Wellness, 2019- Present.
- Committee Member for Basil Leaves, Faculty of Hospitality, Tourism and Wellness. 2020- Present.
- Coordinator of Final Year Research Project (Hospitality). 2020- Present.
- Course Coordinator of Restaurant Management. 2020- Present.

5. RESEARCH

1. Student Engagement on The Bachelor In Food Service Management Courses Leader. Presented at The International Conference on Social Sciences Research 2013.
2. The Skills Of Competitive Intelligence Practioners: Complementing The Cycle Of Competitive Intelligence Co-Researcher. Presented at IBIMA 2013.
3. Enforceable Contracts: Intention to Create Legal Relations. Co-researcher. Presented at IBIMA 2013.
4. Globalisasi Sebagai Satu Kolonialisme Bentuk Baru Dan Kesan Ke Atas Ekonomi. Co-researcher. Presented at International Conference On Social Sciences Research 2013.
5. The Mediating Effect Of Personal Values On The Relationships Between Attitudes, Subjective Norms, Perceived Behavioral Control And Intention To Use. Published in Management Science Letters 2020, Volume 10.
6. Travel Mobile Applications Technology: Examining The Reliability and Validity of Instruments. Presented at 1st International Conference on Recent Advancement in Technological Revolution 2020.

Research Interest:

- Islamic Tourism and Hospitality
- Entrepreneurship in Hospitality
- Consumer Behavior
- Food Service Management

6. REFERENCES

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