



PERSONAL PARTICULARS

Derweanna Bah Simpong, PhD

Deputy Dean (Research, Innovation , and Postgraduate), Senior Lecturer (DS51)

Faculty of Hospitality, Tourism and Wellness (FHPK)

Universiti Malaysia Kelantan, 17100 Pengkalan Chepa, Kelantan Darul Naim, Malaysia

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PERSONAL PROFILE LINKS

1. Web of Science ID : <https://publons.com/researcher/AAP-1996-2020/>
2. Scopus ID : 57193340485
3. ORCID ID : <https://orcid.org/0000-0002-7663-4945>
4. Research gate : https://www.researchgate.net/profile/Simpong_Derweanna
5. Google scholar : <https://scholar.google.com/citations?hl=en&user=xt0u1LoAAAAJ>
1. Linked-In : <https://www.linkedin.com/in/derweanna-bah-simpong-958332163/>

ACADEMIC QUALIFICATIONS

2017	Doctor of Philosophy in Hotel and Tourism Management., Universiti Teknologi Mara (UiTM), Shah Alam
2008	Master of Business Administration (MBA), Universiti Teknologi Mara (UiTM), Shah Alam.
2006	Bachelor of Science with Honours (Food Service Management), Universiti Teknologi Mara (UiTM), Shah Alam.
2004	Diploma in Culinary Arts, Universiti Teknologi Mara (UiTM), Dungun.
2019	Executive Diploma of Entrepreneurship Educator, Universiti Malaysia Kelantan

PREVIOUS EMPLOYMENTS

2017 - current	Senior Lecturer (DS51), Faculty of Hospitality, Tourism & Wellness (FHPK) Universiti Malaysia Kelantan, Malaysia
2016 – 2017	Lecturer (DS45), Faculty of Hospitality, Tourism & Wellness (FHPK) Universiti Malaysia Kelantan, Malaysia
2010 – 2015	Lecturer (DS45), Faculty of Entrepreneurship & Business (FKP) Universiti Malaysia Kelantan, Malaysia

ADMINISTRATIVE RESPONSIBILITIES

2020 – Present	Deputy Dean (Research, Innovation , and Postgraduate), Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia
2019 – 2020	Head of Hospitality Department, Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia
2017 – 2020	Technical Advisory Committee (TAC) Culinary Arts, Kolej Vokasional Tanah Merah, Kelantan.
2018 – 2020	Auditor for Academic Quality, Universiti Malaysia Kelantan, Malaysia
2018 – 2020	Head of Panel for Internal Audit Academic Quality, (Faculty of Agro Based Industry (FIAT) Universiti Malaysia Kelantan, Malaysia

2020- Appointed as:

1. Associate Editors (Tourism and Hospitality) of Journal Of Entrepreneurship and Business (JEB).
2. Editorial Board and Reviewer for International Journal of Modern Trends in Social Science.
3. Facilitator for E-Learning (FacEL), Universiti Malaysia Kelantan.
4. Editor for Chapter in Book: Proceeding of the Colloquium on Hospitality, Tourism and

- Wellness, Faculty Hospitality, Tourism and Wellness(FHPK)
5. Reviewer for Chapter in Book: Proceeding of the Colloquium on Hospitality, Tourism and Wellness, Faculty Hospitality, Tourism and Wellness(FHPK)
 6. Panel for Post-Doctoral Candidate. Universiti Malaysia Kelantan

2019 - Appointed as:

1. Associate Editors (Tourism and Hospitality) of Journal Of Entrepreneurship and Business (JEB).
2. Reviewer for International conference on Indigenous People.
3. Reviewer for Pertanika JSSH Special Issue
4. Reviewer for Chapter in Book Faculty Hospitality, Tourism and Wellness(FHPK)
5. Editor for Book Chapter Project Faculty Hospitality, Tourism and Wellness(FHPK)
6. Judge for Teaching Enhancement and Learning Innovation Carnival 2019 (TeLic), Universiti Malaysia Kelantan
7. Judge for Tourism Products Carnival 2019, Faculty of Tourism, Hospitality & Wellness, UMK, Universiti Malaysia Kelantan

2018- Appointed as:

1. Committee for Curriculum Review Workshop FHPK 2018
2. Reviewer for Conceptual Paper Project at 2nd Colloquium on Hospitality, Tourism and Wellness 2018.
3. Committee Members Special Task Force for Collaboration Program with Atlantis Business School (ABS) Mauritius
4. Reviewer for the Global Academic Excellent (GAE) Publisher (M) Sdn Bhd

2017 - Appointed as:

1. Committee for Curriculum Review & New Program: Faculty of Tourism, Hospitality & Wellness, UMK
2. Panel for Academic Staff's Interview, Faculty of Hospitality, Tourism & Wellness

TEACHING RESPONSIBILITIES

2010 – Present

1. Supervisor and Panel for Student in Enterprise Program (SIEP)
2. Supervisor and Panel for Industrial Internship Program, FHPK
3. Course Coordinator for Introduction to Hospitality
4. Course Coordinator for Club Management
5. Course Coordinator for Professional Development for Hospitality
6. Course Coordinator for Food and Beverage Management
7. Course Coordinator for Basic Serving

SUPERVISION (POSTGRADUATE AND UNDERGRADUATE)

Postgraduate student (PhD)

1. Main-supervisor – Nur Azimah binti Othman
Doctor of Philosophy (Hospitality)
2. Main-supervisor – Hazziyati Binti Hashim
Doctor of Philosophy (Tourism)
3. Main supervisor – Ahmad Izzuddin Bahar
Doctor of Philosophy (Hospitality)

Postgraduate student (Master)

4. Main supervisor – Tong Shi Lim
Master in Entrepreneurship (Hospitality)
5. Co-supervisor – Nasmizatun Asela binti Nasrudin
Master in Entrepreneurship (Hospitality)
6. Main Supervisor – Fatin Nabila
Master in Entrepreneurship (Hospitality)

Undergraduate student (2016 – current)

1. Supervisor - Final Research Project –PPTA I & II – 2020 (Ongoing)
12 students Final Year - Bachelor of Entrepreneurship (Hospitality)
2. Supervisor - Final Research Project –PPTA I & II – 2019 (Passed)

16 students Final Year - Bachelor of Entrepreneurship (Hospitality)

3. Supervisor - Final Research Project –PPTA I & II – 2018 (Passed)
12 students Final Year - Bachelor of Entrepreneurship (Hospitality)
4. Supervisor - Final Research Project –PPTA I & II – 2017 (Passed)
12 students Final Year - Bachelor of Entrepreneurship (Hospitality)

THESIS EXAMINERS

GRANTS & ARTICLES REVIEWER

1. REVIEWER FOR JOURNAL/ BOOK/ PROCEEDING

- 2020 *Review of Article: (CT-00109) Economic Valuation Of Nature Area Of Sultan Ismail Petra Ecosystem Protection Park (Pergau Lake), Malaysia. Proceeding by IOP Publishing in conjunction with International Conference on Tropical Resources and Sustainable Science (CTReSS 2.0).*
- 2020 Turkey And Japan: The Quest Of Modernism In The 19th Century (ijmtss-ICSHT-2020172) – for International Journal of Modern Trends in Social Science.
- 2020 *Dyeing Of Silk Yarn With Extract From Old Leaves Of Artocarpus Heterophyllus (Paper ID: jthem-LIMC-2020218) – Journal of Tourism, Hospitality & Management (JTthem)*
- 2020 *Reliability And Validity Of Instrument For Assessing Customers' Satisfaction, Trust And Purchase Intention On Umrah Travel Agencies Website Features (Paper ID: ijmtss-ICTTBM-2019148)- for International Journal of Modern Trends in Social Science.*
- 2019 Pelantikan Tok Batin Kaum Jakun Di Daerah Segamat, Johor: Perbandingan Di Antara Akta Orang Asli 1954 (Akta 134) Dengan Undang-Undang Adat for International conference on Indigenous People
- 2019 Systematic Literature Review (SLR) Analysis On National Tourism Policy (Paper ID: jthem-ICGEB-2019173. Journal of Tourism, Hospitality & Management (JTthem)

EXTERNAL CONTRIBUTIONS

Senior Technical Reviewer in Editorial Board of Journal of Tourism, Hospitality and Environment Management (JTthem) eISSN: 0128-178X. Global Academic Excellent (GAE) Sdn. Bhd

Technical Reviewer for International Conference on Governance, Organization & Business (ICGOB 2018) Cameron Highland, Pahang. Edusage Network Sdn. Bhd

Technical Reviewer for International Conference on Economy, Entrepreneurship and Humanites (ICEEH 2018) Bangi-Putrajaya Hotel, Bangi, Selangor. Edusage Network Sdn. Bhd

PROFESSIONAL MEMBERSHIPS

Member - Persatuan Alumni Kulinari UiTM (PACU)

Member - Malaysia Association of Entrepreneurship Educators (MyEED)

RESEARCH AND PUBLICATIONS

PUBLICATION	
THESIS	
1.	<i>"The Indigenous Entrepreneurs and Their Intention of Making Way Into Mainstream Businesses In Malaysia"</i> PhD. Thesis, Universiti Teknologi Mara (2017)

BOOKS/ CHAPTER IN BOOKS	
1.	<i>Club Management: NO ISBN 978-967-14437-6</i> Author: Derweanna Bah Simpong, Ruqaimi Remeli, Harnidah Samengon, and Nur Aliah Mansor
2.	<i>Recreation & Leisure Management: NO ISBN 978-967-14437-7</i> Author: Mohd Kahiri Mohd Alwi, Derweanna Bah Simpong, Roslizawati Che Aziz & Suriati Hamzah
3	<i>Buku Karya Suntingan Pesolar: Pendekatan "Appreciative Inquiry" Dalam Proses Pembangunan Komuniti Pelancongan Luar Bandar.</i> Author: Roslizawati Che Aziz, Velankunjuraman & Derweanna Bah Simpong

JOURNAL (INDEXING JOURNAL/ ISI / SCOPUS)	
2020	
1.	Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Nur Hafizah Muhammad, Derweanna Bah Simpong, Tahirah Abdullah, Siti Afiqah Zainuddin, Fauzan Hafiz Muhammad Safri <i>"Teaching and learning in higher education: E-learning as a tool"</i> International Journal of Innovative Technology and Exploring Engineering (IJITEE), 9 (1)
2.	Derweanna Bah Simpong, Nurashikin ,A. Ridzuan, Harnidah Samengon, Nur Azimah Othman, Nur Aliah Mansor, Mazne Ibrahim, Nurul Fardila Abd Razak. 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 review.
3.	Nur Aliah Mansor, Derweanna Bah Simpong*Mazne Ibrahim, Siti 'Atikah Rusli, Nurul Fardila Abd Razak, Harnidah Samengon, Nurashikin A Ridzuan and Nur Azimah Othman.\n"Empowering indigenous communities through participation in tourism". Int. J. Tourism Anthropology, Vol. 7, Nos. 3/4,
4.	Che Aziz, R., Hashim, N. A. A. N., Yusoff, A. M., Awang, Z., Simpong, D. B., Omar, R. N. R., & Othman, N. A. (2020). Do Knowledge and Awareness Affect the Implementation of Green Practices? The Perspectives of Higher Education Students in Malaysia. International Journal of Psychosocial Rehabilitation, 24(6), 6997-7007.

5.	Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Roslizawati Che Aziz, Harnidah Samengon, Raja Norliana Raja Omar, Nurul Azlin Tham Abdullah & Derweanna Bah Simpong. Tourist Loyalty Toward Online Travel Reviews: Examining the Reliability and Validity of Instrument. International Journal of Advanced Science and Technology (IJAST).
6.	Samengon, H., Hashim, N. A. A. N., Nawi, N. M. M., Ahmad, G., Che Aziz, R., Othman, N. A., ... Fahmie, S. I. (2020). Factors Affecting Turnover Intention of Three-Star Hotel Industry in Malaysia. TEST Engineering & Management, 82(1), 11056–11064

JOURNAL (INDEXING JOURNAL/ ISI / SCOPUS)	
2019	
1.	Derweanna Bah Simpong, Mohd Salehuddin Mohd Zahari, Mohd Hafiz Hanafiah, Roslina Ahmad <i>“Indigenous Peoples and Tourism Business Opportunity: The Influence of Orang Asli Personality Traits and Sense of Community”</i> International Journal of Tourism Anthropology,
2.	Nur Aliah Mansor, Mazne Ibrahim, Siti'Atikah Rusli, Derweanna Bah Simpong, Nurul Fardila Abd Razak, Harnidah Samengon, Nurashikin A Ridzuan, Nur Azimah Othman <i>“Empowering indigenous communities through participation in tourism”</i> International Journal of Tourism Anthropology, 7(3-4) 309-329, Inderscience Publishers (IEL)

JOURNAL (INDEXING JOURNAL/ ISI / SCOPUS)	
2018	
1.	Noor Raihani Zainol, Abdullah Al Mamun, Ghazali Bin Ahmad, Derweanna Bah Simpong. <i>“Human Capital And Entrepreneurial Ompetencies Towards Performance Of Informal Microenterprises In Kelantan, Malaysia”.</i> Economics & Sociology, Vol. 11, No. 4, 2018, 31. DOI:10.14254/2071-789X.2018/11-4/2
2.	Derweanna Bah Simpong, Mohd Salehuddin Mohd Zahari, Roslina Ahmad & Mohd Hafiz Hanafiah <i>“Indigenous Entrepreneurs and Tourism Industry Related Businesses: Assessing the Socio-Cultural Influence”.</i> South Asian Journal of Tourism and Heritage, Vol. 11, No. 1,
3.	D.B. Simpong, M.S.M. Zahari, R Ahmad, M.H. Hanafiah <i>“Indigenous entrepreneurs and the mainstream tourism industry related businesses: a case of Orang Asli in Malaysia”</i> Journal of Fundamental and Applied Sciences, Vol. 10, No 2S, Pages 436-462.

4.	<p><i>Derweanna Bah Simpong, Mohd Salehuddin Mohd Zahari, Rahmat Hashim, Hamizad Abdul Hadi, Azimah Othman</i></p> <p><i>“Does Government Support Increase The Involvement Of Orang Asli Entrepreneurs In Malaysia Mainstream Business?”</i></p> <p>International Journal of Academic Research in Business and Social Sciences, 8(17), 310–323</p>
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2017	
1.	<p>Simpong, D.B., Mamun, A. A., Mohamad, M., Mat, n., & Ekpe, I.</p> <p><i>“Factors Influencing Youth's Leadership Participation In Peninsular Malaysia.”</i></p> <p>International Review Of Management And Marketing. Econ Journals, Vol. 7, 2017, Pages 315-325</p>
2.	<p>Ekpe, I, Mohamad, M. R., Mat, N., & Simpong, D.B.</p> <p><i>“Social Media, Socio-Political Influence And Youth's Leadership Participation In Malaysia: A Conceptual Framework”</i></p> <p>Advanced Science Letters, Vol. 3, 2017, Pages 905-907</p>
3.	<p>Ekpe, I, Mohamad, M. R., Mat, N., & Simpong, D.B.</p> <p><i>“Socio-Political Influence And Youth's Leadership Participation In Malaysia: A Conceptual Model Extending TPB”</i></p> <p>Mediterranean Journal Of Social Science, Vol. 7, 2017, Pages 220-226</p>
4.	<p>Zakiah, A. S. E., Razak, R. C., & Simpong, D. B.</p> <p><i>“The Influence Of Social Media, Social Engagement And Volunteerism Towards University's Youth Leadership Participation In East Coast Malaysia: A Conceptual Paper”</i></p> <p>Research Journal Of Applied Sciences. Medwell Journal, Vol. 11, 2017, Pages 1344-1349</p>
5.	<p>Akbarruddin, M. N. A., Zahari, M. S. M., Suhaimi, M. Z. & Simpong, D. B.</p> <p><i>“External Operating Environment And Resiliency Of Foreign Ethnic Restaurant”</i></p> <p>Journal Of Tourism, Hospitality & Culinary Arts (JTHCA)Vol. 9, 2017, Pages 453-466</p>

2016	
1.	<p>Simpong, D.B., Zahari, M. S. M., Akbarruddin, M. N. A., & Hadi, H.A.</p> <p><i>“Indigenous Entrepreneurs And The Moderating Effect Of Social Capital And Government Support On Mainstream Business Intention”</i></p> <p>Heritage, Culture And Society: Research Agenda And Best Practices In Hospitality And Tourism Industry. Pages. 71-71</p>
2.	<p>Simpong, D.B., Ekpe, I., Mohamad, & M. R., Mat, N..</p> <p><i>“Social Political Influence and youth's Leadership Participation in Malaysia: A conceptual model Extending TPB”</i></p> <p>Mediterranean Journal of Social Science. Vol. 7 (3S1) Pages. 220.</p>

CONFERENCES PROCEEDINGS	
2019	
1	Nurzarifah Zainal Abidin, Nur Ainaa Syifaa Annuar, Muhammad Esma Hafidz Abdullah, Malihah Mat Razi & Derweanna Bah Simpong <i>"Instant Food Consumption Behaviour Among Generation Y in Universiti Malaysia Kelantan"</i> E-Proceedings Diversity Of Hospitality, Tourism And Wellness Volume 1 Hospitality, eISBN: 978-967-2229-34-6
2.	Mohamad Nur Shafik Nor Hisham, Mohd Yusra Aiman Yusuf, Nur Aina Syuhada Abu Bakar, Nur Syafiqah Saharudin & Derweanna Bah Simpong <i>"Social Media Advertisement Impact on Generation-Y Fast Food Acceptance"</i> E-Proceedings Diversity Of Hospitality, Tourism And Wellness Volume 1 Hospitality, eISBN: 978-967-2229-34-6
3.	Barathitasan Sanjeven, Kavitha Pakiasamy, Ranjithaa Chanthru, Yahmini Ramamoorthy & Derweanna Bah Simpong <i>"Determinant Factors of Visitor Satisfaction in Sultan Ismail Petra Airport"</i> E-Proceedings Diversity Of Hospitality, Tourism And Wellness Volume 1 Hospitality, eISBN: 978-967-2229-34-6
4.	Cheng Wei Feng, Kang Yi Han, Koh Ke Vin & Goh Chun Kit <i>"Perception of Food Safety Awareness Among UMK Students in Taman Bendahara, Pengkalan Chepa"</i> E-Proceedings Diversity Of Hospitality, Tourism And Wellness Volume 1 Hospitality, eISBN: 978-967-2229-34-6

CONFERENCES PROCEEDINGS	
2018	
1	Derweanna Bah Simpong, Marlisa Abdul Rahim, Roslizawati Che Aziz, Harnidah Samengon, Hazyati Hashim <i>"Indigenous Entrepreneurs And Its Potentials For Socio-Economic Development: A Review Of Concept And Approach"</i>
2.	Roslizawati Che Aziz. Derweanna Bah Simpong, Nurashikin A.Ridzuan, Hafizah Usolludin. Nor Amira Razali <i>"Tourism Stakeholders' Support And Impacts Of Sustainable Rural Tourism Development In Kelantan, Malaysia"</i>
3.	Harnidah Samengon, Derweanna Bah Simpong, Roslizawati Ceh Aziz, Syaida Nafisa <i>"Interactive Learning In Club Management Course (Ilecc)"</i>
4.	Nurul Nadzirah Sidek, Mohd Hafizie Suhaimi, Wan Farha Wan Zulkiffli, Muhammad Naqib Mat Yunoh, Derweanna Bah Simpong, Roslizawati Che Aziz <i>"Financial Literacy And Media Literacy Educations: The Linkages"</i>

2017	
1.	Nasmizatun Asela Nasrudin, Hasif Rafidee Hasbollah & Derweanna Bah Simpong <i>"Types, Cause And Effects Of Hotel Staff Turnover Intention: A Literature Review From Hotel Industry In Malaysia"</i> Iserd International Conference. Sabah.
2.	Nurul hafizah Mohd Yasin, Nur Aliah Mansor, Mazne Ibrahim, Derweanna Bah Simpong & Nurul Fardila Abd Razak <i>"Advances In High-Fibre Biscuit Using Brown Rice And Banana Peel Flour"</i> International Malaysia-Indonesia-Thailand Symposium On Innovation and Creativity (IMIT-SIC), Vol. 1, Pages 121-127
3.	Nurul Fardila Abdul Razak, Nurashikin A Ridzuan, Siti 'Atikah Rusli, Derweanna Bah Simpong, Nurul Hafizah Mohd Yasin <i>"Ipomoea Crunchy Crunch Cereal"</i> International Malaysia-Indonesia-Thailand Symposium On Innovation and Creativity (IMIT-SIC), Vol. 1, Pages 305-308
4.	Harnidah Samengon, Derweanna Bah Simpong, Ruqaimi Remeli & Roslizawati Che Aziz <i>"Student Engagement Through Interactive Learning System"</i> Proceedings Of The International University Carnival On E-Learning (IUCEL) 2017", USIM, Nilai
5.	Derweanna Bah simpong, Farah Akalili Muhammad Rahim, Muhammad Izzat Ishak, Nur Faizah Abd Hakim & Puteri Nurdiana Megat Nordin <i>"The Factor Of Prices, Social Influences, Tastes, And Nutrition's Towards Acceptance Of Kelantan Traditional Food Among Generation Y."</i> 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan. ISBN: 978-967-14841-4-2 (2017) 541-544
6.	Derweanna Bah simpong, Norshalina Amira Muhamad, Nurliana Ezan, Nurshafikah Omar, & Nurul Aima Mohd Razali. <i>"The Influences Of Salary, Media Social, Time Constraint, And Demographic Status Toward Food Preferences Behavior Among Government Servants In Kelantan"</i> 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan. ISBN: 978-967-14841-4-2 (2017) 586-590
7.	Derweanna Bah Simpong, Atiqah Jafri, Chan Weng Yee, Diana Mastura Mat Desa, & Elizenney Anak Rejes@Rijos <i>"The Effect Of Servicescape Toward Customer Satisfaction"</i> 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan. ISBN: 978-967-14841-4-2 (2017) 586-590
8.	Derweanna Bah Simpong, Siti Noraini Mohamad, Afnan Zikry Azhar & Abdul Malik Mohamed Yusof <i>"Factors Influencing The Preference Of Fast Food Restaurants Among Generation Y At East Coast Of Malaysia"</i> 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan ISBN: 978-967-14841-4-2 (2017) 596-598

5. AWARDS RECEIVED	
2019	
1.	Gold Medal awarded Teaching Enhancement Learning Innovation Carnival (TELIC) <i>"Application of Smart Learning Tools To Enhance Entrepreneurial Attributes Using AIPD Model"</i> . Wan Farha Wan Zulkiffli, Derweanna Bah Simpong, Roslizawati Che Aziz, Normaizatul Akma Saidi & Nadzirah Mohd Said.

5. AWARDS RECEIVED	
2018	
1.	Penerima Sijil Kecemerlangan Sempena Majlis Apresiasi Universiti Malaysia Kelantan 2018 "Membudayakan Kecemerlangan 4 November 2018
2.	Anugerah Penerbitan 2018 Anugerah Kecemerlangan Sepanjang Tahun 2018: Fakulti Hospitaliti, Pelancongan dan Kesejahteraan
3.	Anugerah Pengajaran dan Pembelajaran 2018 Anugerah Kecemerlangan Sepanjang Tahun 2018: Fakulti Hospitaliti, Pelancongan dan Kesejahteraan
4.	Silver Medal awarded Invention, Innovation & Design on e-Learning (IIDEL) International University Carnival on e-Learning (IUCEL) 2018 12-13 September 2018, USIM. <i>"Interactive Learning in Club Management Course (ILECC) "</i> . Harnidah Samengon, Derweanna Bah Simpong, Roslizawati Che Aziz, & Syaida Nafisa Rosdi
5.	Bronze Medal awarded Malaysia Technology Expo 2018: The Leading International Invention & Innovation Expo. 22-24 February 2018, Kuala Lumpur. <i>The Effectiveness of Interactive Learning Tools Towards Student Involvement in Teaching and Learning "</i> . Harnidah Samengon, Derweanna Bah Simpong, Roslizawati Che Aziz, & Syaida Nafisa Rosdi

6.	<p>Silver Medal awarded Pameran Penyelidikan dan Inovasi 2018: Universiti Malaysia Kelantan. 1-2 April 2018, UMK Bachok. <i>"Akok Instant Powder"</i>. Abdullah Mohamad Yusoff, Nur Azimah Othman, Derweanna Bah Simpong, Nurul Fardila Abdul Razak, Siti Atikah Rusli & Nurashikin A. Ridzuan.</p>
7.	<p>Bronze Medal awarded Pameran Penyelidikan dan Inovasi 2018: Universiti Malaysia Kelantan. 1-2 April 2018, UMK Bachok. <i>"Ipomea Crunchy Crunch"</i>. Abdullah Mohamad Yusoff, Nur Azimah Othman, Derweanna Bah Simpong, Nurul Fardila Abdul Razak, Siti Atikah Rusli & Nurashikin A. Ridzuan.</p>
8.	<p>Gold Medal awarded National Invention and Innovation Competition Through Exhibition 2018. 20-22 March 2018, Politeknik Sultan Abdul Halim Shah. <i>"Akok Premix"</i>. Abdullah Mohamad Yusoff, Nur Azimah Othman, Derweanna Bah Simpong, Nurul Fardila Abdul Razak, Siti Atikah Rusli & Nurashikin A. Ridzuan.</p>
8.	<p>Silver Medal awarded National Invention and Innovation Competition Through Exhibition 2018. 20-22 March 2018, Politeknik Sultan Abdul Halim Shah. <i>"Ipomea Crunchy Crunch"</i>. Abdullah Mohamad Yusoff, Nur Azimah Othman, Derweanna Bah Simpong, Nurul Fardila Abdul Razak, Siti Atikah Rusli & Nurashikin A. Ridzuan.</p>

5. AWARDS RECEIVED	
	2017
1	<p>Anugerah Perkhidmatan Cemerlang 2017 Universiti Malaysia Kelantan</p>
2.	<p>Gold Medal awarded International Malaysia-Indonesia-Thailand Symposium On Innovation and Creativity (IMIT-SIC), 26 – 27 Julai 2017 Dewan Seri Semarak, UiTM Perlis Branch, Perlis, Malaysia. <i>"Advances In High-Fibre Biscuit Using Brown Rice And Banana Peel Flour"</i> Nurul hafizah Mohd Yasin, Nur Aliah Mansor, Mazne Ibrahim, Derweanna Bah Simpong & Nurul Fardila Abd Razak</p>
3	<p>Special awarded for IDea International Malaysia-Indonesia-Thailand Symposium On Innovation and Creativity (IMIT-SIC), 26 – 27 Julai 2017 Dewan Seri Semarak, UiTM Perlis Branch, Perlis, Malaysia. <i>"Ipomea Crunchy Crunch Cereal"</i> Nurul hafizah Mohd Yasin, Nur Aliah Mansor, Mazne Ibrahim, Derweanna Bah Simpong & Nurul Fardila Abd Razak</p>

4	<p>Silver Award International Malaysia-Indonesia-Thailand Symposium On Innovation and Creativity (IMIT-SIC), 26 – 27 Julai 2017 Dewan Seri Semarak, UiTM Perlis Branch, Perlis, Malaysia. <i>“Advances In High-Fibre Biscuit Using Brown Rice And Banana Peel Flour”</i> • Nurul Fardila Abdul Razak, Nurashikin A Ridzuan, Siti 'Atikah Rusli, Derweanna Bah Simpong, Nurul Hafizah Mohd Yasin</p>
5	<p>Silver Award The International University Carnival On E-Learning (IUCEL), 26 – 27 September 2017 Dewan Tunku Canselor, USIM, Nilai <i>“Student Engagement Through Interactive Learning System”</i> • Hamidah Samengon, Derweanna Bah Simpong, Ruqaimi Remeli & Roslizawati Che Aziz</p>
6	<p>Bronze Award Minggu Penyelidikan Dan Inovasi Umk 2017, 24 – 26 Oktober 2017 UMK Jeli. <i>“Ipomoea Crunchy Crunch Cereal”</i> • Nurul Fardila Abdul Razak, Nurashikin A Ridzuan, Siti 'Atikah Rusli, dan Derweanna Bah Simpong,</p>
7	<p>Bronze Award for Poster 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan • <i>“The Factor Of Prices, Social Influences, Tastes, And Nutrition’s Towards Acceptance Of Kelantan Traditional Food Among Generation Y.”</i> Derweanna Bah simpong, Farah Akalili Muhammad Rahim, Muhammad Izzat Ishak, Nur Faizah Abd Hakim & Puteri Nurdyana Megat Nordin</p>
8	<p>Silver Award for Poster 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan • <i>“The Influences Of Salary, Media Social, Time Constraint, And Demographic Status Toward Food Preferences Behavior Among Government Servants In Kelantan”</i> Derweanna Bah simpong, Norshalina Amira Muhamad, Nurliana Ezan, Nurshafikah Omar, & Nurul Aima Mohd Razali.</p>
9	<p>Bronze Award for Poster • 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan <i>“The Effect Of Servicescape Toward Customer Satisfaction”</i> Derweanna Bah Simpong, Atiqah Jafri, Chan Weng Yee, Diana Mastura Mat Desa, & Elizenney Anak Rejes@Rijos</p>
10.	<p>Bronze Award for Poster 1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan <i>“Factors Influencing The Preference Of Fast Food Restaurants Among Generation Y At East Coast Of Malaysia”</i>Derweanna Bah Simpong, Siti Noraini Mohamad, Afnan Zikry Azhar & Abdul Malik Mohamed Yusof</p>

RESEARCH EXPERIENCES

RESEARCH/ CONSULTANCY/				
RESEARCH				
No.	Title	Finance/ Sponsor	Research Status	Total Amount (RM)
1.	Ref: FRGS/1/2015/SS03/UMK/02/1) Social Media, Socio-Political Influence And Youth's Leadership Participation In Malaysia	FRGS <i>(Head Researcher)</i>	Completed (Nov 2017)	(RM 80,000)
2.	UMK.PC/B01.08.02/600-5/2/2 JILID 3 (37). The Potential Of Pondok Institutions As Spiritual Tourism Product	FRGS <i>(Head researcher)</i>	Completed	(RM 22,000)
3.	Ref: FRGS/1/2017/SS06/UMK/03/1) Fostering Socio-Economic Activities And Community Involvement In Native Based Tourism Product	FRGS <i>(Head researcher)</i>	In Progress	(RM 50,000)
4.	Case Study in Retail : Challenges, Solution, and Outcome Bumiputera Retail Organization (BRO)	GERIC <i>(Co-researcher)</i>	In Progress	(RM5000)
5.	Sustainable Food Waste Practice Among Small Medium Enterprise (SME) Restaurant Operators in Peninsular Malaysia.	SGJP <i>(Co-researcher)</i>	In Progress	(RM5000)
6.	Institutional Quality and Financial Risk Of conventional and Islamic Bank	SGJP <i>(Co-researcher)</i>	In Progress	(RM5000)

RESEARCH/ CONSULTANCY/				
Consultancy				
No.	Title	Finance/ Sponso	Research Status	Total Amount (RM)
1.	Kumpulan Perunding Bagi Projek Pemeriksaan Komuniti Bachok Melalui Program Pembinaan Kapasiti Berimpak Lestari	Yayasan Sejahtera & InSpek UMK	In Progress	(RM54, 100)
2.	Perunding Projek Empower ECER	UMKBV	1 Sept 2018 – 31 Ogos 2019	