

CURRICULUM VITAE



1. PERSONAL PROFILE

Name : Nurul Fardila Binti Abd Razak
Gender : Female
Age : 34
Date of Birth : 23 November 1986
Nationality : Malaysia
Marital Status : Married
IC No. : 8611123-35-5296
Address : No 86 Fasa 2C, 32040 Seri Manjung, Perak
Mobile No. : 018-2297877
Email : fardila.ar@umk.edu.my

2. ACADEMIC QUALIFICATIONS

On –Going (2nd year)

Doc. of Philosophy in Hospitality
Universiti Malaysia Kelantan

2014

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

2009

Bachelor in Food Service Management (Hons)
Universiti Teknologi MARA, Shah Alam, Malaysia

2007

Diploma in Culinary arts
Universiti Teknologi MARA Cawangan Dungun, Terengganu, Malaysia

3. WORK EXPERIENCE

Year	Position	Field of Work	Place of Work
2016- Present	Lecturer	Academic	FHPK, Universiti Malaysia Kelantan
2012-2016	Teaching Assistants	Academic	Faculty of Science and Technology, UPM Serdang
2009-2012	Young Lecturer	Academic	Faculty Hotel and Tourism Management, UiTM Dungun Terengganu

4. TEACHING EXPERIENCE

Course Code	Course Name	Credit Hours	Level	Year
HHS20203	Basic Cookery	6	Undergraduate (UMK)	Sept 2019
HHS20103	Basic Serving	6	Undergraduate (UMK)	Sept 2019
AHS3053	Facilities Management	3	Undergraduate (UMK)	Sept 2019
AHS4103	Food and Beverage Management	6	Undergraduate (UMK)	Sept 2017- Present
AHS3063	Restaurant and Foodservice Management/ Basic Kitchen	6	Undergraduate (UMK)	Feb 2018- Present
AHS2013	Introduction to Hospitality Industry	3	Undergraduate (UMK)	Sept 2016
AHS3033	Hospitality Product Development	3	Undergraduate (UMK)	Sept 2017
AHS3043	Consumer Behavior in Hospitality	3	Undergraduate (UMK)	Sept 2016
AWS3063	Traditional Complementary Medicine	3	Undergraduate (UMK)	Sept 2018
AWS4103	Nursing Home Management	3	Undergraduate (UMK)	Sept 2018
FSM3303	Fundamental Laboratory for Food Preparation	6	Undergraduate (UPM)	2012- 2016
FSM3204	Nutrition in Food Service	3	Undergraduate (UPM)	2012-2016
FSM3401	Restaurant Services (Commercial Class)	6	Undergraduate (UPM)	2012-2016
HTC200	Commercial Cookery	6	Undergraduate (UiTM Dungun)	2009-2012

HTC250	Malaysian Cuisines	6	Undergraduate (UiTM Dungun)	2009-2012
--------	--------------------	---	---------------------------------	-----------

5. RESEARCH AND PUBLICATIONS

PROCEEDINGS :

No	Title	Proceeding	Serial No
1	Normaizatul Akma Saidi Nor Maizana Mat Nawi, Nurul Fardila Abd Razak , Noraida Saidi <i>“Determinants Of Success For Women Entrepreneurs In Kelantan: A Review”</i>	International Conference on Economics, Entrepreneurship and Management 2019 (ICEEM2019)	ISBN 978-967-401-404-9
2	Abdullah Muhamed Yusoff , Nurul Fardila Abdul Razak , Nur Azimah Othman. <i>“Factor Determining Customers Revisit Intention to Dine at Upscale Malay Ethnic Restaurants”</i>	Proceeding International Conference on Tourism, Technology and Business Management (ICTTBM) , 2018	eISBN: 978-967-15744-2-3
3	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 (2017) pp 121- 127 e-ISBN: 978-967-14017-5-0
4.	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 (2017) pp 136- 142 e-ISBN: 978-967-14017-5-0
5.	Norshahira Che Mud, Nurul Hidayah Mat Soid, Tengku Nur Syahirunnisaa Tengku Anuar & Nurul Fardila Abd Razak (2018) <i>Factors Influencing Tourists' Food Acceptance on Kelantan Cuisine</i>	Proceeding in 2 nd Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017.	ISBN: 978-967-2229-34-6
6	Sharifah Lateh, Nur Liyana Sohaimi, Sharifah Nur Izni Syafiqah Syed Alwi & Nurul Fardila Abd Razak (2018)	Proceeding in 2 nd Colloquium for Final Year Project: Faculty of	ISBN: 978-967-2229-34-6

	<i>Factor Determinant of Tourist Satisfaction on Kelantan Cuisine.</i>	Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017.	
7.	Tan Angie, Asmar Deni Purnawan Bandu, Khairul Asyieqie Khairul Abidin & Nurul Fardila Abd Razak (2018) <i>Influence of Social Media on Food Destination.</i>	Proceeding in 2 nd Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017.	ISBN: 978-967-2229-34-6
8	Mohammad Aizat Ramlan, Norshafiza Zainol Abidin, Nurul Ain Syamimi Dagang, Norsyarafana Lazzri & Nurul Fardila Abd Razak (2018) <i>Intention to Use Food Mobile Application Among Tourists in Kuala Lumpur</i>	Proceeding in 2 nd Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017.	ISBN: 978-967-2229-34-6

6. RESEARCH GRANTS/PROJECTS

Applied Grants

External Grant (FRGS 2019)

Title: Exploring Social Media for Youths' Healthy Lifestyle and Well-Being in Malaysia: Improvement, Misinformation and Demotivation

Role Type: Member

Grant Value applied: RM 76,682.00

Internal Grant (UMK SGJP 2018)

Title: The mediating effect of Qariah members satisfaction on their attitude towards Islamic tourism and its development,

Role Type: Head

Grant value applied: RM 20,000.00

Active Grants

Title : Fostering Socio-Economic Activities and Community Involvement in Native Based Tourism Product among Orang Asli (FRGS/1/2017/SS06/UMK/03/1)

Role Type : Co- Reseacher

Grant Type: FRGS

Grant Value : RM50,000

Expected Duration: 2 Years (Ogos 2017 – Ogos 2019)

Title : Sustainable Food Waste Practices among Small Medium Enterprise (SME) Restaurant Operators in Peninsular Malaysia (2019 -2020).

Role Type : Co- Reseacher

Grant Type: SGJP

Grant Value : RM5600

7.0 PUBLICATION

Bil .	Tajuk kertas kerja dan nama journal/persidangan	Penulis	m/s	Jilid/tahun	Penerbitan/ISBN
1.	Determinants Of Success For Women Entrepreneurs In Kelantan: A Review	Normaizatul Akma Saidi; Nor Maizana Mat Nawi; Nurul Fardila Abd Razak; Noraida Saidi	292-297	2019	Proceedings of International Conference on Economics, Entrepreneurship and Management 2019 (ICEEM2019) ISBN 978-967-401-404-9
2.	Factor Determining Customers Revisit Intention To Dine At Upscale Malay Ethnic Restaurants	Abdullah Muhamed Yusoff, Nurul Fardila Abdul Razak, Nur Azimah Othman	128-138	2018	Proceeding International Conference On Tourism, Technology and Business Management (ICTTBM) eISBN: 978-967-15744-2-3 Global Academic Excellence (M) Sdn Bhd
3.	<u>Proceeding</u> Title: Influence of Social Media Towards Food Destination	Nurul Fardila Binti Abd Razak, Tan Angie, Asmar Deni Purnawan Bin Bandu, Khairul Asyieqie Bin Khairul Abidin	127-131	2018	Proceedings of 2nd Hospitality, Tourism & Wellness Colloquium 2018 (HoTWeC 2.0) eISBN: 978-967-2229-34-6
4.	<u>Proceeding</u> Title: Factor Determinant of Tourist Satisfaction towards Kelantan Cuisine	Nurul Fardila Binti Abd Razak, Sharifah binti Lateh, Nur Liyana binti Sohaimi, Sharifah Nur Izni Syafiqah binti Syed Alwi	124-126	2018	Proceedings of 2nd Hospitality, Tourism & Wellness Colloquium 2018 (HoTWeC 2.0) eISBN: 978-967-2229-34-6

5.	<u>Proceeding</u> Title: Intention To Use Food Mobile Application Among Tourists In Kuala Lumpur	Nurul Fardila Binti Abd Razak, Mohammad Aizat bin Ramlan , Norshafiza binti Zainol Abidin ,Nurul Ain Syamimi binti Dagang, Norsyarafana binti Lazzri	138- 141	2018	Proceedings of 2nd Hospitality, Tourism & Wellness Colloquium 2018 (HoTWeC 2.0) eISBN: 978-967-2229- 34-6
6.	<u>Proceeding</u> Title: Factors Influencing Tourists Food Acceptance Towards Kelantan Cuisine	Nurul Fardila Binti Abd Razak Norshahira binti Che Mud Nurul Hidayah Binti Mat Soid Tengku Nur Syahirunnisaa Binti Tengku Anuar	119- 123	2018	Proceedings of 2nd Hospitality, Tourism & Wellness Colloquium 2018 (HoTWeC 2.0) eISBN: 978-967-2229- 34-6

8.0 RESEARCH INTEREST

- Gastronomy Tourism
- Food Tourism/Culinary Tourism
- Brand image/marketing
- Hospitality management
- Food Service Management

9.0 THESIS /DISSERTATION/ACADEMIC TRAINING PAST AND PRESENTLY SUPERVISED

No	Name	Year started	Title	Status
1.	Muhammad Syafiq Asyhrif Bin Zaidi Rizal Nik Nur Liyana Binti Nik Mood Tiang Sii Huat Nurul Shafiqah Binti Mohamad Sharim	2019	Investigating Tourist Intention Towards Destination Food Image In Kelantan Cuisine	completed
2.	Nor Izzanti Binti Zol Zahari Nur Aswanah Binti Ahamed Nijamudin Suganya A/P Silvarajoo	2019	Factors Influencing Tourist To	completed

	Nurul Syafawani Binti Hisham		Consume Local Food In Kelantan	
3.	Nor Shamimi Binti Kamal Nur Athira Suliana Binti Zulkifli Ooi Geok Theng Siti Nurul Ain Fazzila Binti Abdul Rahim	2019	Factors That Influence The Sustainability Of Traditional Food Among Millennial Age	completed
4	Nurul Hidayah Binti Mat Soid Tengku Nur Syahirunnisaa Binti Tengku Anuar Norshahira Binti Che Mud	2018	Factors Influencing Tourists' Food Acceptance on Kelantan Cuisine	Completed
5	Tan Angie Asmar Deni Purnawan Bandu, Khairul Asyieqie Khairul Abidin	2018	Influence of Social Media on Food Destination.	Completed
6	Sharifah Lateh, Nur Liyana Sohaimi, Sharifah Nur Izni Syafiqah Syed Alwi	2018	Factor Determinant of Tourist Satisfaction on Kelantan Cuisine.	Completed
7	Mohammad Aizat Ramlan, Norshafiza Zainol Abidin, Nurul Ain Syamimi Dagang, Norsyarafana Lazzri	2018	Intention to Use Food Mobile Application Among Tourists in Kuala Lumpur	Completed
8	Nuratika Bt Mokhtar Nik Hasyimah Bt Abdullah Nik Nazureen Bin Nik Norainudin Ahmad Azeem Bin Ruslei	2017	Effects of External Factors towards Perceived Ease of Use in Online Booking System among Traveller's	Completed
9	Nur Atika Farhana bt Kamaruddin Nurul Azanie bt Zainol Abidin Nazirah bt Md Nawawi Nadia Shahira bt Marzain	2017	Understanding Factors Affecting the Sustainability of Malay Traditional 'Kuih-Muih' Among Malay Gen-Y	Completed
10	Nurul Izzah Mohd Nasir Nurul Suhaidahh Sabarudddin Nur Hasmira Zakaria Nur Amirah Md Arshad	2017	A Study Of Student Perception On Kelantan Heritage Food: Case Of Umk	Completed

			Campus Kota Students	
11	Lee Bee Ying Muhammad Amin Bin Saihun Muhamad Aqil Amjad Bin Mohd Nor Ung Ling Ming	2017	Factors Affect Generation Y Selecting On Food Truck in Kota Bharu	Completed
12	Nurul Izzati Binti Rozali Nurul Nadia Binti Che Mat Nurul Atirah Binti Abdul Kadir Adibah Binti Sulihan	2016	Assessment Of Knowledge, Attitude And Practice (Kap) Of Food Safety Among Food Handlers At Family Restaurants In Pengkalan Chepa	Completed
13	Mohammad Hasbullah Bin Zulkifli Almi Stephannie Binti Sajai Siti Aisyah Binti Che Muhammad Zin Nuradilah Binti Zulkifli	2016	Factors Affecting Millennial Intention to Travel: In The Case Of Umk City Campus Students	Completed

10.0 ADMINISTRATIVE DUTIES

Faculty Level		
No	Duties	Year/Duration
1.	Coordinator SIEP (Hospitality)	Sept 2019- Sept 2020
2	Coordinator Industrial Training (Hospitality)	Sept 2018- Sept 2019
3	Pengurus Keusahawanan Basil Leaves	Sept 2016
4	Course Coordinator AHS2013 (Introduction to Hospitality Industry)	Sept 2016
5	Course Coordinator AHS3033(Hospitality Product Development)	Feb 2017
6	Course Coordinator AHS4103(Food and Beverage management)	Sept 2017,Sept 2018
7	Committee Member Teaching and Learning Committee for Basil Leaves	Sept 2017-Present
8	Panel of Assessor for Student In Interprise Programme (SIEP)	2018-Present

9	Panel Member for the evaluation of Conceptual paper for PPTA FHPK Students	Sept 2018
10	Academic advisor to undergraduate students (FHPK)	Sept 2016- Present

11.0 TRAINING ATTENDED FOR PROFESSIONAL DEVELOPMENT

National/university/faculty level	Title	Date started	Date ended	venue
National	Inskan Graduate Entrepreneur Program (Igep)	17-Jul	20-Jul	Crystal Lodge Hotel Kb
National	National Entrepreneurship Educators Forum (Neef)2017	19-Sep-17	19-Sep-17	Universiti Teknologi Petronas
National	Program Jerayawara Unitp Orange Book Zon Pantai Timur	19-Apr-17	19-Apr-17	Universiti Malaysia Terengganu

12.0 AWARDS AND RECOGNITION

TITLE/PRODUCT INNOVATION	AWARDS	LEVEL	ORGANIZER/EVENT
Nurul Fardila Binti Abd Razak	Best Practitioner in E-assessment 2018	University	Seminar on 'Assessment Literacy Towards Strengthening Assessment Culture and practice UMK2018'
Application of SAMR Model :Designing Transformational Approach for F&B course.	Bronze Medal	International	International Learning Innovation Competition (PIP2019)
Akok Premix	Gold Medal	National	Innovation and Invention Competition through Exhibition (iCompEx) i-CompEx 2018, Politeknik Sultan

			Abdul Halim Muadzam Shah.
<i>Akok</i> Premix	Gold Medal	University	Pameran Penyelidikan & Inovasi Universiti Malaysia Kelantan
Ipomoea Crunchy Crunch Cereal (product innovation)	Silver medal	International	The 1st International Malaysia-Indonesia-Thailand Symposium On Innovation And Creativity(Imit Sic 2017)
Advances In High -Fibre Biscuit Using Brown Rice And Banana Peel Flour	Gold Medal	International	The 1st International Malaysia-Indonesia-Thailand Symposium On Innovation And Creativity(Imit Sic 2017)
Advances In High -Fibre Biscuit Using Brown Rice And Banana Peel Flour	Special Awards	International	The 1st International Malaysia-Indonesia-Thailand Symposium On Innovation And Creativity(Imit Sic 2017)
Ipomoea Crunchy Crunch Cereal	Bronze Medal	National	Karnival penyelidikan dan keusahawanan umk jeli
A Study Of Student Perception On Kelantan Heritage Food	Bronze Medal	Fakulti/Universiti	1st Colloquim FHPK2017
Factors Affect Generation Y Selecting On Food Truck In Kota Bharu	Bronze Medal	Fakulti/Universiti	1st Colloquim FHPK2017
Understanding Factors Affecting The Sustainability Of Malays Traditional Kuih Muih Among Malay Gen-Y	Bronze Medal	Fakulti/Universiti	1st Colloquim FHPK2017
Effects Of External Factor Perceived Ease Of Use In Online Booking System Among Travellers.	Bronze Medal	Fakulti/Universiti	1st Colloquim FHPK2017

Influence of Social Media Towards Food Destination	Silver Medal	Fakulti/Universiti	2 nd Hospitality, Tourism and Wellness Colloquium 2018 (HoTWec2.0)
Intention To Use Food Mobile Application Among Tourists In Kuala Lumpur	Silver Medal	Fakulti/Universiti	2 nd Hospitality, Tourism and Wellness Colloquium 2018 (HoTWec2.0)
The Effect Of Food Safety Knowledge On Food Handling Practices Among Street Food Vendors In Kota Bharu	Bronze Medal	Fakulti/Universiti	3 rd Hospitality, Tourism and Wellness Colloquium 2019 (HoTWec3.0)

13.0 EXTERNAL CONTRIBUTION /INVOLVEMENT IN ASSOCIATIONS, BOARDS ,COMMITTEE, ETC

INVOLVEMENT IN ASSOCIATIONS, BOARDS, COMMITTEE, ETC.	
Lantikan Sebagai Ahli Jawatankuasa Khidmat Komuniti Bersama Rumah Kanak-kanak Mini Kelantan (2019)	Komuniti
Lantikan Sebagai Panel Penilai <i>Mock Interview</i> Bagi Kursus Pembangunan Profesional dan Hospitaliti (AHS3123) Pada Semester September Sesi 2018/2019	Universiti
Lantikan sebagai Ahli Jawatankuasa Makanan dan Minuman Kolokium HOTWEC 2.0 2018	Universiti
Ahli Jawatankuasa Makanan dan Minuman Majlis Anugerah Gemilang dan Pra Graduasi Pelajar Tahun Akhir FHPK 2018	Universiti
Gotong-royong Perdana Anjuran Majlis Perbandaran Kota Bharu (MPKB)	Komuniti
Ahli Jawatankuasa Penyediaan Makanan Sempena Mesyuarat Lembaga Pengarah Universiti Bilangan 1/2018	Universiti
Volunteer (2018). JUPEM Kelantan, Universiti Teknologi MARA Selangor, and RISM Pantai Timur	Komuniti
Panel Penilai Pertandingan Projek Perniagaan bagi Kursus Pembangunan Produk Hospitaliti Semester September 2017/2018	Universiti

Panel Penilai <i>Best Poster</i> 1 st Colloquium for Final Year Project 2017	Universiti
Ajk (Ahli)-Petugas Masakan Program Minggu Merakyatkan Kesenian Negeri Kelantan dan Orang kampung	Universiti dan Komuniti
Ahli Jawatankuasa Program Siswapreneur Showcase 2017	Universiti
Pensyarah Pengiring program Seminar Keusahawanan FHPK Sesi September 2017/2018 di Sekolah Menengah Sains Tengku Muhammad Faris Petra	Universiti
Koperasi UMK	Universiti
Kelab Kebajikan Staf UMK (KKSU)	Universiti
Penasihat Akademik	Universiti
Lantikan sebagai Pewasit Kertas Kerja Konseptual Bagi Projek Penyelidikan Tahun Akhir FHPK	Universiti

REFERENCES

- a. Nama: Prof.Dr.Khairil Wahidin Bin Awang
Jawatan: Professor / Supervisor PhD
Alamat: Fakulti Hospitaliti,Pelancongan dan Kesejahteraan,UMK
Kampus Kota,16100 Pengkalan Chepa,Kelantan
Emel: khairil.w@umk.edu.my
No. Tel: 09- 7717240

- b. Nama: Dr.Derweanna Bah Simpong
Jawatan: Ketua Jabatan / Pensyarah Kanan
Alamat: Fakulti Hospitaliti,Pelancongan dan Kesejahteraan,UMK
Kampus Kota,16100 Pengkalan Chepa,Kelantan
Emel: derweanna@umk.edu.my
No. Tel : 097717273

- c. Nama: Sabaianah Bachok (Ts) (Dr)
Jawatan: Pensyarah Kanan
Alamat: Fakulti Pengurusan Hotel dan Pelancongan ,UiTM Selangor
Emel : sabaianahbachok@uitm.edu.my
No. Tel : 03-32587739