



# Marlisa Abdul Rahim

## Head of Department (Tourism)

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

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## PROFILE

Age : 37 years old  
Gender : Female  
D.O.B : 11 July 1983  
Nationality : Malaysia

Scopus:  
<https://orcid.org/0000-0002-8051-0398>  
H-Index: 2

Google Scholar:  
<https://scholar.google.com/citations?user=CX6ZyucAAAAJ&hl=en>  
Citations : 229  
H-Index : 5  
i10-index : 5

Research Gate:  
[https://www.researchgate.net/profile/Marlisa\\_Rahim](https://www.researchgate.net/profile/Marlisa_Rahim)  
Citations : 14  
H-Index: 3

## EXPERTISE

Human Resource Management, Human Resource Development, Training and Development, Business Management, Islamic Leadership, Case Study

## ACADEMIC QUALIFICATIONS:

**PhD Human Resource Management (2011 - 2015)**  
Universiti Sultan Zainal Abidin (UniSZA)

**MSc Human Resource Development (2007 - 2010)**  
Universiti Putara Malaysia (UPM)

**BBA (Hons.) Marketing (2004 - 2007)**  
Universiti Putara Malaysia (UPM)

**Diploma in Business Studies (2001 - 2004)**  
Universiti Teknologi Mara (UiTM)

## EXPERIENCES:

**Head of Tourism Department (2019 - present)**  
**Senior Lecture (2017 - present)**  
Faculty of Hospitality, Tourism and Wellness, UMK.

**Graduate Research Assistant (2012 - 2013)**  
Faculty of Economics and Management Science, UniSZA.

**Lecturer (2011 - 2012)**  
Kolej PTPL, Kuala Terengganu.

**Assistant Registrar (2009 - 2010)**  
Universiti Sains Islam Malaysia (USIM).

**Business Development Executive (2007 - 2008)**  
Rentak Pintar Sdn. Bhd., Kuala Lumpur.



16. Member, Committee for Post Graduate School Development, (2017-2018).
17. Invigilator of Final Examination for Session September 2017/2018.

#### **FACULTY:**

1. Head of Tourism Department, FHPK, (1 July 2019 – 30 June 2021).
2. Member of Pascasiswazah Committee FHPK, (16 January 2020 – 15 January 2022).
3. Member of Research and Innovation Committee FHPK, (1 January 2019 – 31 December 2021).
4. Pewasit for final research project FHPK.
5. Examiner, Kesetaraan Kursus FHPK (8 September – 31 December 2020).
6. Chairperson for Proposal Defense, Sapsean Dwi Augstina (A17D018F), title of An Evaluation of Green Island Resort Practices in Malaysia and Indonesia, 9 July 2019.
7. Program Coordinator, Program Lecture Series, E-HoTW, FHPK, 2019.
8. Panel of Internal Audit Academic FHPK, 2018.
9. Editor, Projek Buku Karya Suntingan FHPK, 2018.
10. Member, Kolokium dan Majlis Anugerah Gemilang Serta Pra-Graduasi Pelajar Tahun Akhir FHPK 2018.
11. Member, Undergraduate Committee, FHPK (1 January 2018 – 31 December 2018).
12. Member, Examination Committee, FHPK (1 January 2018 – 31 December 2018).
13. Participant, Bengkel Pentaksiran Akademik, Pengajaran dan Pembelajaran Siri II, FHPK (22-24 August 2017).
14. Participant, Sesi Pembentangan Semakan Kurikulum dan Program Akademik Baharu, FHPK (21 August 2017).
15. Participant, Bengkel Penyediaan Dokumen Program Baharu (2u2i) Kerjasama Bersama QSR Brands Sdn. Bhd. (7-9 November 2017).
16. Coordinator, Industrial Relation and International, FHPK (1 September 2017 – 31 August 2019).
17. Chairperson, Industry Captain Talk Series, FHPK (18 September 2017).
18. Committee for Invitation, Industry Captain Talk Series, FHPK (18 September 2017).

#### **JOURNAL ARTICLES**

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1. Nurzehan Abu Bakar, Nik Alif Amri Nik Hashim, Nor Maizana Mat Naw, **Marlisa Abdul Rahim**, Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Ghazali Ahmad (2020). Travel Mobile Applications: The Use of Unified Acceptance Technology Model. *International Journal of Innovative Technology and Exploring Engineering*, 9(2), 3118-3121. (SCOPUS)
2. **Marlisa Abdul Rahim**, Nor Maizana Mat Naw, Nurzehan Abu Bakar & Wan Norhayate Wan Daud (2019). The Implementation of Islamic Leadership Attributes in Malaysian Shariah Compliant Investment Organizations: A Case Study. *International Journal of Innovation, Creativity and Change*, 7(10), 76-101. (SCOPUS)
3. Nik Alif Amri Nik Hashim, Shah Iskandar Fahmie Ramlee, Abdullah Muhammed Yusoff, Nor Maiana Mat Naw, Zaimatul Awang, Siti Afiqah Zainuddin, Tahirah Abdullah, Ghazali Ahmad, **Marlisa Abdul Rahim** & Boyd Sun Fatt (2019). Internet Shopping: How the Consumer Purchase Behaviour. *TEST Engineering & Management*, 59(6s), 1014-1021. (SCOPUS)
4. Hasif Rafidee Hasbollah, Nurul Hafizah Mohd Yasin, Marlisa Abdul Rahim, Ahmad Faezi Ab. Rashid, Razli Che Razak, Mohad Anizu bin Mohd Nor & Muhamad Ridwan Jamaludin (2019). Nursing Homes Nurses Stress: How to Deal with It Effectively Every day. *Journal of Advance Research Dynamical & Control System*, 11(Social Issue-08), 1-6. (SCOPUS).

5. Roslizawati Che Aziz, Suriati Hamzah, Nik Alif Amri Nik Hashim, **Marlisa Abdul Rahim**, Wan Farha Wan Zulkifli & Ghazali Ahmad (2019). S.O.A.R Model: An Alternative Approach for 21<sup>st</sup> Century Education to Shift from Classroom Management to Classroom Leadership. *International Journal of Academic Research in Progressive Education & Develepment*, 8(2), 1021-1029. (ERA journal)
6. Nurzehan Abu Bakar, Roslizawati Che Aziz, **Marlisa Abdul Rahim**, Nor Maizana Mat Nawi, Abdullah Mohamed Yusoff & Hazi Hafizah Usolludin (2019). Behavioural Intention to Use Travel Mobile Apps in Malaysia. *Journal of Tourism, Hospitality and Environment Management*, 4(13), 9-16. (INDEX journal).
7. Nor Maizana Mat Nawi, Roslizawati Che Aziz, **Marlisa Abdul Rahim**, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Harnidah Samengon (2019). The Roles of Travel Reviews towards Hotel Guest Loyalty. *Journal of Tourism, Hospitality and Environment Management*, 4(13), 17-23. (INDEX journal).
8. Nor Amira Mohd Razali, Aslinda Mohd Shahril, **Marlisa Abdul Rahim** & Harnidah Samengon (2019). *Journal of Tourism, Hospitality and Environment Management*, 4(13), 77-89. (INDEX journal).
9. **Marlisa Abdul Rahim**, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi (2018). Implementation of Islamic Leadership Attributes in Malaysian Shariah Compliant Investment Organization. *International Journal of Creative Future & Heritage*, 6(2), 145-161. (INDEX journal).
10. **Marlisa Abdul Rahim**, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi (2018). Literatur tentang Atribut Pemimpin Islam dan Hubungannya dengan Prestasi Organisasi. *Jurnal Sultan Alauddin Sulaiman Shah*, 5(2), 171-182. (INDEX journal).
11. Mohd Nizar Sudin, Mohd Fuad Mat Jali, Junaidi Awang Besar & **Marlisa Abdul Rahim** (2018). Suara Kepimpinan Generasi Muda dalam Transformasi Nasional 2050. *International Journal of Law, Government and Communication*, 3(7), 11-18. (INDEX journal).
12. **Marlisa Abdul Rahim**, Wan Norhayate Wan Daud (2015). The Case Study Method in Business. *Scholars Journal of Arts, Humanities and Social Sciences*, 3(1B), 105-109. (INDEX journal).
13. Wan Norhayate Wan Daud, **Marlisa Abdul Rahim**, Fakhru Anwar Zainol, Abdul Ghafar Ismail (2014). Developing a model of Islamic Leadership Quality using Multiple Case Studies for Takaful Performance. *Australian Journal of Basic and Applied Sciences*, 8(24), 67-75. (SCOPUS).
14. Wan Norhayate Wan Daud, **Marlisa Abdul Rahim** & Aizzat Mohd. Nasurdin (2014). Quality of Islamic Leadership and Organizational Performance within the Takaful Industry in Malaysia: A Conceptual Study. *Asian Social Science*, 10(21), 135-144. (SCOPUS).
15. **Marlisa Abdul Rahim** & Wan Norhayate Wan Daud (2013). Rewards and Motivation among Administrators of Universiti Sultan Zainal Abidin (Unisza): An Empirical Study. *International Journal of Business and Society*, 14(2), 248-265. (SCOPUS).
16. **Marlisa Abdul Rahim** & Wan Norhayate Wan Daud (2012). A Proposed Conceptual Framework for Rewards and Motivation among Administrators of Higher Educational Provider in Malaysia. *International Journal of Business and Commerce*, 1(9), 67-78. ISSN: 2225-2436. (INDEX journal).
17. **Marlisa Abdul Rahim** (2009). The Relationship between Ethical Practices of Training Provider and Training Effectiveness. *Sosiohumanika*, 2(1), 141-150. (INDEX journal).

## CONFERENCE PROCEEDINGS

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1. **Marlisa Abdul Rahim** (2019). *Factors Influence of Sanitary Practice among Street Food Vendors*. International Conference on Asean Food 2019, December 2019, Universiti Malaysia Kelantan.
2. Roslizawati Che Aziz, Suriati Hamzah, Nik Alif Amri Nik Hashim, **Marlisa Abdul Rahim** & Wan Farha Wan Zulkifli (2019). *S.O.A.R Model: Shifting from Classroom Management to Classroom Leadership*. International University Carnival on E-Learning Proceedings 2019, 21-22 August 2019, DeTAR Putra, Unviersiti Malaysia Sarawak.
3. **Marlisa Abdul Rahim**, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi (2018). *Implementation of Islamic Leadership Attributes in Malaysia Shariah Compliant Investment Organization*. Karnival Penyelidikan dan Inovasi 2018, 3-5 Disember 2018, Universiti Malaysia Kelantan.
4. Nurul Hazirah Ismail, Sharifah Fazeera Syed Mohamed, Nur Amira Tahuddin, Nor Amirah Abdul Aziz & Marlisa Abdul Rahim (2018). *Glass Ceiling: Discrimination towards Women in Hotel Industry at East Malaysia*. 2<sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018, Vol. 2, December 2018, Universiti Malaysia Kelantan.
5. Nurul Fatin Shafiqah Hamdan, Nur Anisa Atikah Ahmad Afandi, Nur Syukrina Zakaria, Noor Farahuda Muhamad & Marlisa Abdul Rahim (2018). *Relationship between Tourism Infrastructure, Accessibility and Values with Tourists' Satisfaction in Kelantan*. 2<sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018, Vol. 2, December 2018, Universiti Malaysia Kelantan.
6. Kwan Qing Yu, Lim Eng Jie, Siti Zalina Zulkifli, Wong Yau Choon & Marlisa Abdul Rahim (2018). *The Relationship between Destination Image, Food Image, Trip Quality and Tourist Loyalty in Kelantan*. 2<sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018, Vol. 2, December 2018, Universiti Malaysia Kelantan.
7. Nurzehan Abu Bakar, Roslizawati Che Aziz, **Marlisa Abdul Rahim**, Nor Maizana Mat Nawi, Abdullah Mohamed Yusoff & Hazi Hafizah Usolludin, 2019. *Behavioural Intention to Use Travel Mobile Apps in Malaysia*. Karnival Penyelidikan dan Inovasi 2018, 3-5 Disember 2018, Universiti Malaysia Kelantan.
8. Nor Maizana Mat Nawi, Roslizawati Che Aziz, **Marlisa Abdul Rahim**, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Harnidah Samengon, 2019. *The Roles of Travel Reviews towards Hotel Guest Loyalty*. Karnival Penyelidikan dan Inovasi 2018, 3-5 Disember 2018, Universiti Malaysia Kelantan.
9. **Marlisa Abdul Rahim**, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi (2018). *Enhancing Halal Travel from Islamic Leaders Attributes in Shariah Compliant Investment Organization Perspectives*. Proceeding in 2<sup>nd</sup> Mini Symposium on Islamic Tourism, 19-20 April 2018, Ministry of Tourism & Culture Malaysia.
10. Derweanna Bah Simpong, Roslizawati Che Aziz, **Marlisa Abdul Rahim**, Harnidah Samengon & Hazyati Hashim (2018). *Indigeneous Entrepreneurs and Its Potentials for Socio-Economic Development: A Review of the Concept and Approach*. International Conference on Economy, Tourism and Technology (ICETT 2018), Langkawi, 14-15 Februari 2018. ISBN: 9789671559703
11. Muhammad Nazrin Moen, Hasmah Jamal, Nor Umirah Azmi, Mohamad Amir Aizat Roslee & **Marlisa Abdul Rahim** (2017). *Awareness, Knowledge and Attitude towards Body Image Concerns among*

*Public University Students in Kota Bharu*. Proceeding in 1<sup>st</sup> Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017. ISBN: 9789671484142.

12. Nur Atikah Noor Wavi, Nur Suhaida Abdullah, Mohammad Fahmi Mohd Yusof, Muhammad Iskandar Abdul Rahman & **Marlisa Abdul Rahim** (2017). *The Factors That Influence the Consumption of Local Cosmetic Products among Consumers In Kota Bharu, Kelantan*. Proceeding in 1<sup>st</sup> Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017. ISBN: 9789671484142.
13. Syarul Reeza Abdul Rahman, Nurul Asyikien Nguzir, Nurul Azwani Mat Azmi, Nurul Syuhada Mohmad Amin & **Marlisa Abdul Rahim** (2017). *Knowledge, Attitude and Perception towards Organic Food Consumption in Kota Bharu Kelantan*. Proceeding in 1<sup>st</sup> Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017. ISBN: 9789671484142.
14. Nor Asyikin Mohd Ali, Nor Aida Sulaiman, Fatin Nursyaza Mohd Jalani, Noor Amalina Habib & **Marlisa Abdul Rahim** (2017). *Sanitary Practice among Street Food Vendors in Kota Bharu, Kelantan*. Proceeding in 1<sup>st</sup> Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan, 10 Dec 2017. ISBN: 9789671484142.
15. Mohd Nizar Sudin, Mohd Fuad Mat Jali, Junaidi Awang Besar & **Marlisa Abdul Rahim** (2017). *TN50 Generasi Muda: Suara Kepimpinan Masa Hadapan*. Paper presented at The International Seminar on Islam, Culture and Heritage: Socio-Political and Economic Issues (ISICH 2017), 30-31<sup>th</sup> Oktober 2017, Universiti Utara Malaysia, Sintok, Kedah.
16. Mohd Nizar Sudin, Mohd Fuad Mat Jali, Junaidi Awang Besar & **Marlisa Abdul Rahim** (2016). *Pendekatan Tingkah Laku Pengundian dalam Pilihan Raya Malaysia: Kajian Konsep*. Paper presented at Social Science Postgraduate International Seminar 2016, 15<sup>th</sup> December 2016, Universiti Sains Malaysia, Pulau Pinang.
17. Wan Norhayate Wan Daud, **Marlisa Abdul Rahim**, Fakhru Anwar Zainol & Abdul Ghafar Ismail (2014). *Developing a Model of Islamic Leadership Quality using Multiple Case Studies for Takaful Performance*. Paper presented at International Conference on Human Resource Management and Leadership 2014, 12<sup>th</sup> – 13<sup>th</sup> December 2014, Jakarta, Indonesia.
18. **Marlisa Abdul Rahim**, Wan Norhayate Wan Daud & Azzat Mohd. Nasurdin (2013). *Quality of Islamic Leadership and Organizational Performance within Takaful Industry in Malaysia*. Paper presented at 2<sup>nd</sup> International Management Conference 2013 (IMaC' 2013), 14<sup>th</sup> – 15<sup>th</sup> December 2013, Academic Auditorium, UniSZA, Gong Badak Campus, Malaysia.
19. **Marlisa Abdul Rahim**, Wan Norhayate Wan Daud & Azzat Mohd. Nasurdin (2013). *Quality of Islamic Leadership, Trust, and Organizational Performance within the Takaful Industry in Malaysia: A Conceptual Framework*. Paper presented at The 10<sup>th</sup> AAM International Conference, 23<sup>rd</sup> – 25<sup>th</sup> August 2013, Bayview Hotel and Resort, Feringhi, Pulau Pinang, Malaysia.

## RESEARCH GRANTS / PROJECTS

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### PROJECT MANAGER:

1. Implementation of Islamic Leadership Attributes in Malaysian Shariah Compliant Investment Organization (2017-2018). Short Term Research Scheme Grant (SGJP), Universiti Malaysia Kelantan – RM5,000.00. **Marlisa Abdul Rahim**, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, Nurzehan Abu Bakar, Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi. (Completed).

### CO-RESEARCHER:

1. Evaluation of supply and demand attributes towards talent shortage for Industry 4.0 entrepreneurship among Malaysian East Coast public university students with Government Policy support as mediating effect (2019-2020). Short Term Research Scheme Grant (SGJP), Universiti Malaysia Kelantan – RM5,600.00. Mohd Ikhwan Aziz, Satishwaran A/L Uthamaputhran, **Marlisa Abdul Rahim**, Hasanuddin Hassan, Wan Khairy Wan Ibrahim & Zailani Abdullah.
2. Developing a new theoretical framework of stress for nursing homes staff in Malaysia (2017-2019). Fundamental Grant Research Scheme (FRGS). Kementerian Pengajian Tinggi - RM45,368.00. Nurul Hafizah Mohd Yasin, Razli Che Razak, Mohad Anizu Mohd Nor, Hasif Rafidee Hasbollah, **Marlisa Abdul Rahim**, Ahmad Faezi Ab. Rashid (Completed).
3. Roles of Customers Travels Reviews towards Hotel Guest Loyalty (2017-2018). Short Term Research Scheme Grant (SGJP), Universiti Malaysia Kelantan – RM5,000.00. Nor Maizana Mat Nawi, **Marlisa Abdul Rahim**, Nurzehan Abu Bakar, Abdullah Mohamed Yusoff & Harnidah Samengon. (Completed).
4. Behavioral Intention to Adopt Travel Mobile Apps among Malaysian Millennial Generation (2017-2018). Short Term Research Scheme Grant (SGJP), Universiti Malaysia Kelantan – RM5,000.00. Nurzehan Abu Bakar, Roslizawati Che Aziz, **Marlisa Abdul Rahim**, Nor Maizana Mat Nawi, Abdullah Mohamed Yusoff & Hazi Hafizah Usolludin (Completed).
5. Developing a model of Islamic Leadership Quality using multiple case study for Organizational Performance (2014) USD15,000.00 approval by Islamic Research and Training Institute (IRTI), Jeddah, Kingdom of Saudi Arabia. Wan Norhayate Wan Daud, Fakhru Anwar Zainol, Abdul Ghafar Ismail and **Marlisa Abd Rahim**. (Completed).

## CHAPTER IN BOOK

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1. **Marlisa Abdul Rahim**, Wan Norhayate Wan Daud, Fakhru Anwar Zainol & Abdul Ghafar Ismail (2015). Bab 4, Epistemologi, prinsip-prinsip dan kualiti pemimpin Islam. *In Pengurusan Islam Dalam Pelbagai Perspektif*. Penerbit Universiti Sultan Zainal Abidin: Terengganu, Malaysia.

## **JOURNAL REVIEWER**

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1. Technical Reviewer, 3<sup>rd</sup> International Research Conference on Social Sciences 2020.
2. Technical Reviewer, International Conference on Economy, Entrepreneurship and Humanities, 2018.
3. Technical Reviewer, International Conference on Governance, Organization and Business 2018.
4. Technical Reviewer, International Conference on Humanities, Education and Society, 2018.
5. Technical Reviewer, International Conference on Social Science Studies, 2018.
6. Technical Reviewer, International Conference on Sustainability, Technology and Business, 2018.
7. British Journal of Applied Science and Technology (2016).
8. 1<sup>st</sup> Colloquium Final Year Project FHPK (2017).

## **JURY / RESEARCH / ADMINISTRATION PANEL**

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1. Panel for Proposal Defence - Master in Wellness, Nurfatimah Binti Nasmy (A17D019F), 27 February 2019, UMK.
2. Panel for Interview (Academic position), FHPK, 24 July 2019, UMK.
3. Panel for Tourism Research Project, 2 December 2019, UMK.
4. Panel for Proposal Defense, Thuraishyah Jaafar (A16E037F), title of The Relationship between Leadership Dimension and Voice Behaviour among Nurse in Malaysia, 19 September 2018.
5. Panel for Proposal Defense, Aziyah Mohd Yusoff (A13E012P), title of The Relationship between Transformational Leadership and Innovative Work Behaviour among High Performing School Teachers in Malaysia, 13 August 2018.
6. Panel for Poster Presentation, 2<sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018.
7. Research Seminar and Publication in Research and Innovation Week, 25 October 2017, UMK Jeli Campus.
8. Academic Audit in Faculty of Hospitality, Tourism and Wellness, from 1 January 2018 – 31 December 2018, UMK.
9. Panel, Student in Enterprise Programme (SIEP) in Faculty of Hospitality, Tourism and Wellness, UMK.

## **SUPERVISION**

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### **POSTGRADUATE (By Research):**

1. Mohd Asyraf Bin Mohd Noor, 2018. Master of Entrepreneurship (Tourism), Factors influences children in family travel decision in East Coast Malaysia. (Co-Supervisor).

### **UNDERGRADUATE:**

#### **February and September 2019 (Main Supervisor)**

Factors Influence Tourism Consumer Behavior among Local Tourist in Malaysia

1. Ha Tzei Hsien
2. Norshahira Saharuddin
3. Nur Hayati Amil
4. Siti Fatimah Ali



Brand Awareness, Brand Association, Perceived Quality and Brand loyalty among Tourist in Malaysia Budget Hotel.

5. Elia Nadia Mariana Md Rapie
6. Farah Nadzirah Osman
7. Muhammad Hilmi Jasri
8. Nursyafika Nohashim

Factors Affecting Continuance in Adoption of Mobile Application use among Tourist in Malaysia.

9. Leong Jia Yi
10. Nur Asifa Mohamed
11. Siti Hajar Sharidon
12. Nur Fatin Aliah Sol

**February and September 2018** (Main Supervisor)

Destination Image, Food Image and Trip Quality toward the Tourists' Destination Loyalty in Kelantan.

1. Lim Eng Jie
2. Wong Yau Choon
3. Kwan Qing Yu
4. Siti Zalina Zulkifli

Gender Discrimination towards Women in Hotel Industry in Malaysia.

5. Sharifah Fazeera Syed Mohamed
6. Nurul Hazirah Ismail
7. Nur Amira Tajuddin
8. Nor Amirah Abdul Aziz

Food Hygiene of Street Food Vendors towards Tourists' Satisfaction in Kota Bharu, Kelantan.

9. Nur Syukrina Zakaria
10. Noor Farahuda Muhamad
11. Nurul Fatin Shafiqah Hamdan
12. Nur Anisa Atikah Ahmad Afandi

**Sept 2017** (Main Supervisor)

Awareness, Knowledge and Attitude towards Body Image Concerns among Public University Students in Kota Bharu

1. Muhammad Nazrin Bin Moen
2. Hasmah Binti Jamal
3. Nor Umirah Binti Azmi
4. Mohamad Amir Aizat Bin Roslee

The Factors that Influence the Consumption of Local Cosmetic Products among Consumers in Kota Bharu, Kelantan

5. Nur Atikah binti Noor Wavi
6. Nur Suhaida binti Abdullah
7. Mohammad Fahmi bin Mohd Yusof
8. Muhammad Iskandar bin Abdul Rahman

Knowledge, Attitude and Perception towards Organic Food Consumption in Kota Bharu Kelantan

9. Syarul Reeza bin Abdul Rahman
10. Nurul Asyikien binti Nguzir
11. Nurul Azwani binti Mat Azmi
12. Nurul Syuhada binti Mohmad Amin

Sanitary Practice among Street Food Vendors in Kota Bharu, Kelantan

13. Nor Asyikin binti Mohd Ali
14. Nor Aida binti Sulaiman
15. Fatin Nursyaza binti Mohd Jalani
16. Noor Amalina binti Habib

### **INDUSTRIAL TRAINING:**

Appointed as Industrial Training Supervisor and Visitor to the Faculty of Hospitality, Tourism and Wellness Students (February 2019).

Appointed as Industrial Training Supervisor and Visitor to the Faculty of Hospitality, Tourism and Wellness Students (February 2018).

### **COMMUNITY SERVICES / FACILITATOR / MODERATOR**

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1. Consultant, Training and Development Project, "Community Based Tourism (CBT) for Officers under Kelantan Government Administration (2019).
2. Consultant, Program Voluntourism: Make over Kampung Pelancongan Budaya Kelantan, Ministry of Tourism, Arts and Culture Malaysia, Kelantan, 15 April 2019.
3. Speaker, Faculty Promotion in Program Nutrition Innovation and Health Exhibition Day, SMK Kota Bharu, Kelantan, 18 April 2019.
4. Editorial Board of International Journal of Modern Trends in Social Science (IJMTSS) eISSN: 2600-8777., (1 June 2018 – 31 May 2019).
5. Speaker, Bengkel Penyeliaan dan Penilaian PPTA, 2018.
6. Emcee, Seminar Penyelidikan Sempena Karnival Penyelidikan & Inovasi 2018.
7. Facilitator (2018). Bengkel Menghadiri Temuduga di SMK Bachok, 7 July 2018.
8. Session moderator (2018). International Conference on Economy, Tourism and Technology (ICETT 2018) in Langkawi Kedah, 14-15 February 2018.
9. Facilitator (2017). Bengkel Menghadiri Temuduga di Sekolah Menengah Kebangsaan Long Yunos, Bachok, Kelantan, 28 Oktober 2017.
10. Workshop facilitator (2014). *Atlas. ti (Qualitative Analysis Software and Training)*. Faculty of Economics and Management Sciences, Universiti Sultan Zainal Abidin, 26<sup>th</sup> November 2014, Kuala Terengganu.
11. Session moderator (2014). *Mentor Mentee Program*. Faculty of Economics and Management Sciences, Universiti Sultan Zainal Abidin, 6<sup>th</sup> November 2014, Kuala Terengganu.

### **AWARDS**

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1. Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, **Marlisa Abdul Rahim & Wan Farha Wan Zulkifli**, 2019. S.O.A.R Model: Shifting from "Classroom Management" to "Classroom Leadership". **Gold Medal**, Winner at Teaching Enhancement and Learning Innovation Carnival 2019, 21 May 2019, UMK Bachok.
2. Nurashikin Ridzuan, Nor Maizana Mat Nawi, Nurzehan Abu Bakar & Marlisa Abdul Rahim, 2019. Boosting Practicum Learning through Adaptation of 3E Framework in Hospitality Courses. **Silver Medal**, Winner at Teaching Enhancement and Learning Innovation Carnival 2019, 21 May 2019, UMK Bachok.
3. Roslizawati Che Aziz, Surati Hamzah, Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkifli & **Marlisa Abdul Rahim**, 2019. S.O.A.R Model: Shifting from "Classroom Management" to "Classroom Leadership". **Gold Medal**, Winner at K-Novasi Pengajaran & Pembelajaran, 23-24 Januari 2019, Dewan Canselor Tun Abdul Razak, UKM Bangi.
4. Anugerah Kecemerlangan Sepanjang Tahun 2018, Faculty of Hospitality, Tourism and Wellness, UMK.

5. Nur Syukrina Zakarian, Noor Farahuda Muhamad, Nurul Fatin Shafiqah Hamdan Nur Anisa Atikah Ahmad Afandi & **Marlisa Abdul Rahim**, 2018. *Food Hygiene of Street Food Vendors towards Tourists' Satisfaction in Kota Bharu, Kelantan*. **Silver Medal**, Winner at 2<sup>nd</sup> Hospitality, Tourism and Wellness Colloquium 2018.
6. Lim Eng Jie, Wong Yau Choon, Kwan Qing Yu, Siti Zalina Zulkifli & **Marlisa Abdul Rahim**, 2018. *Destination Image, Food Image and Trip Quality toward the Tourists' Destination Loyalty in Kelantan*. **Silver Medal**, Winner at 2<sup>nd</sup> Hospitality, Tourism and Wellness Colloquium 2018.

## TRAINING

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2019

1. Bengkel Penyediaan Templat Dokumen Mqa Mengikut Format Coppa Edisi Kedua
2. Program Transformasi Minda Siri 1/2019
3. Bengkel Latihan Auditor Kualiti Dalaman (Akademik) Umk
4. Program Industrial Captian Talk Series (Icpts)-Fhpk
5. Program Kenali Umk Bil. 1/2019
6. Bengkel Pendedahan Apel (A), Apel (C) Dan Apel (Q)
7. Bengkel Malaysian Qualifications Framework Edisi Kedua (Mqf2.0)
8. Bengkel Penyediaan Dokumen Semakan Kurikulum Dan Mqa 01 Mod Industri
9. Bengkel Penyeliaan Dan Penilaian Ppta
10. Program RMIC Publication Talk
11. Sesi Perkongsian Bersama Dr. Melati Nungsari Bersama Staf Akademik
12. Bengkel Manual Prosedur Kerja

2018

1. Kursus Keusahawanan Umk Bil.3/2018
2. Kursus Kesejahteraan Di Tempat Kerja Untuk Staf Fakulti
3. Bengkel Penyediaan Dokumen Semakan Kurikulum Siri Iii Fakulti Hospitaliti Pelancongan Dan Kesejahteraan
4. Bengkel Halatuju Dan Perancangan Strategik (2016-2026) Fakulti Hospitaliti, Pelancongan Dan Kesejahteraan (Fhpk)
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