

## CURRICULUM VITAE

Last updated on 27<sup>th</sup> June 2019



### PERSONAL DETAILS

Name : Nur Hafizah Binti Muhammad  
Position : Lecturer in Hospitality Department  
Affiliation : Faculty of Hospitality, Tourism and Wellness  
Office Address : Kampus Kota, Pengkalan Chepa, Karung Berkunci 36,  
16100 Kota Bharu, Kelantan.  
Telephone (Off) : 09-7717157  
Mobile : 019-2125883  
Fax : 09-7717152  
E-mail : hafizahm@umk.edu.my

### ACADEMIC QUALIFICATIONS

2019 : PhD in Agricultural and Food Economics  
University of Reading, UK  
2014 : Master of Science (Food Management)  
Universiti Putra Malaysia  
2010 : Bachelor Science of Food Studies (major in Food Service)  
Universiti Putra Malaysia

### TEACHING AND ADMINISTRATIVE RESPONSIBILITIES

#### Undergraduate courses:

Restaurant and Food Service Management at UMK in 2014 to 2015  
Research Methods and Data Analysis at University of Reading in 2017  
Facility Management at UMK in 2019  
Introduction to Hospitality Industry at UMK in 2019  
Restaurant and Food Service Management at UMK in 2019

#### Postgraduate course:

Qualitative Research Method at University of Reading in 2017 and 2018

## PREVIOUS EMPLOYMENT

- 2016 - 2017: Teaching Assistant in School of Agriculture, Policy and Development, University of Reading, UK.
- 2017 – 2018: Student Demonstrator of Qualitative Research Method module in School of Agriculture, Policy and Development, University of Reading.  
Student Demonstrator of Research Methods and Data Analysis module in School of Agriculture, Policy and Development, University of Reading.
- 2018 – 2019: Student Demonstrator of Qualitative Research Method module in School of Agriculture, Policy and Development, University of Reading.

## CONFERENCES

- Nur Hafizah Muhammad (2012, September). Paper presented at International Conference on Statistics in Science, Business and Engineering on 10<sup>th</sup> to 12<sup>th</sup> September 2012 in Langkawi, Kedah.
- Nur Hafizah Muhammad (2013, September). Relationships of socioeconomic level with eating behavior of traditional food among adolescents. Paper presented at the 3rd International Conference on Human and Social Sciences on 20 to 22 of September 2013 at Rome, Italy.
- Nur Hafizah Muhammad (2014, April). Relationships of socioeconomic level with eating behavior of traditional food among adolescents. Paper presented at the International Conference of Social Science and Humanity on 12 to 13 of April 2014 at Seoul, South Korea.
- Nur Hafizah Muhammad (2014, April). Challenges sustaining Malay traditional kuih among youth. Paper presented at the International Conference of Social Science and Humanity on 12 to 13 of April 2014 at Seoul, South Korea.
- Nur Hafizah Muhammad (2016, June). University of Reading Graduate School Doctoral Research Conference.
- Nur Hafizah Muhammad (2017, June). University of Reading Graduate School Doctoral Research Conference.
- Nur Hafizah Muhammad (2016, April). Presented at Agricultural and Food Economic and Social Science (AFES) in Reading, UK.
- Nur Hafizah Muhammad (2017, April). Presented at Agricultural and Food Economic and Social Science (AFES) in Reading, UK.
- Nur Hafizah Muhammad (2018, April). Presented at Agricultural and Food Economic and Social Science (AFES) in Reading, UK.

## RESEARCH

I recently finished my PhD degree in Food Economic and Marketing at University of Reading, UK. Primary research interest is in the area of consumer behaviour and marketing in food industry. Previously, I had completed a master's degree by research in consumer behaviour on food in Malaysia and continuing on the same research interest in my PhD research. Instead of focusing on the prediction of the consumer food behaviour, I am now focusing on the socioeconomic impacts and willingness to pay of food products, particularly on the methodology and actual or real market situations. Particularly, I am interested in how consumer make choice and how psychological concern may or may not affects their daily food choice. I submitted my thesis on the pro-environmental behaviour impact on consumer choice of innovated sustainable packaging in the UK. For future works, I had submitted two papers for publication to the Q1 and Scopus journals.

## PUBLICATIONS

### Refereed, Indexed and Scopus Journals

1. Nur Hafizah Muhammad, Muhammad Shahrin Ab. Karim, Mohhidin Othman & Hazrina Ghazali. (2013). Relationships of socioeconomic level with eating behavior of traditional food among adolescents. *Mediterranean Journal of Social Sciences*, 4(11), 13-20.
2. Nur Hafizah Muhammad, Muhammad Shahrin Ab. Karim, Mohhidin Othman & Hazrina Ghazali. (2013). Investigating traditional food eating habits among urban and rural youth in Selangor, Malaysia. *International Journal of Social Policy and Society*, 10, 28-44.
3. Nur Hafizah Muhammad, Muhammad Shahrin Ab. Karim & Humairah Hamzah. (2015). Intention to eat traditional food among boys and girls in Malaysia. *International Journal of Social Science and Humanity*, 5(5), 450-453.
4. Hamzah, H., Ab. Karim, M. S., Othman, M., Hamzah, A., & Muhammad, N.H. (2015). Challenges sustaining Malay traditional kuih among youth. *International Journal of Social Science and Humanity*, 5(5), 472-478.
5. Che Aziz, R., Nik Hashim, N.A., Raja Omar, R.N., Muhamed Yusoff, A., Muhammad, N.H., Bah Simpong, D., Abdullah, T., Zainuddin, S.T. & Muhammad Safri, F.H. (2019). Teaching and learning in higher education: e-learning as a tool. *International Journal of Innovative Technology & Exploring Engineering*, 9(1), 458-463.

## **SUBMITTED PUBLICATIONS**

1. Nur Hafizah Muhammad & Giuseppe Nocella. A qualitative approach to how pro-environmental behaviour affects consumer understanding and choice of sustainable packaging attributes.

Submitted to Journal of Cleaner Production in October 2019.

2. Nur Hafizah Muhammad & Giuseppe Nocella. The impact of non-compensatory attribute on consumer's willingness-to-pay of bioplastic sustainable packaging in the UK.

Submitted to Journal of Environmental Psychology in December 2019.