



PERSONAL BACKGROUND

NAME : NIK ALIF AMRI BIN NIK HASHIM
ADDRESS : LOT 4, TAMAN WARISAN, JALAN KG DUNGANG
89200 TUARAN, SABAH
PHONE : +6013-8989671
AGE : 33 YEARS OLD
DATE OF BIRTH : 01 OCTOBER 1988
PLACE OF BIRTH : KOTA BHARU, KELANTAN
NATIONALITY : MALAYSIA
EMAIL : nikalifamri@gmail.com
: alifamri@umk.edu.my
OCCUPATION : SENIOR LECTURER (DS51),
FACULTY OF HOSPITALITY, TOURISM & WELLNESS,
UNIVERSITI MALAYSIA KELANTAN

PERSONAL PROFILE LINKS

1. Publons : <https://publons.com/researcher/3664038/nik-alif-amri-nik-hashim/>
2. Scopus : <https://www.scopus.com/authid/detail.uri?authorId=57211293173>
3. ORCID : <https://orcid.org/0000-0003-4966-9592>
4. Research gate : https://www.researchgate.net/profile/Nik_Alif_Amri_Nik_Hashim
5. Google scholar: <https://scholar.google.com/citations?user=aJjiHn4AAAAJ&hl=en>
6. Mendeley : <https://www.mendeley.com/profiles/nik-alif-amri-nik-hashim/>
7. WOS ID : AAP-1845-2020

ACADEMIC QUALIFICATIONS

Year	Qualification
2020 (Pass)	Doctor of Philosophy (Tourism) The University of Queensland, Australia
2020 (Pass)	Sijil Kemahiran Malaysia (SKM) Level 3 (Tour Guiding)
2020 (Pass)	Post-Crisis Hospitality Management Certificate University of South Florida
2015 (Pass)	International English Language Testing System (IELTS) Band 6.5
2014	Master in Tourism Management (Event) Universiti Teknologi MARA (UiTM) Shah Alam
2012	Bachelor Science of Tourism Management (Major), Hotel Management (Minor) Universiti Teknologi MARA (UiTM) Puncak Alam
2009	Diploma in Tourism Management Universiti Teknologi MARA (UiTM) Sabah
2005 (Pass)	Sijil Pelajaran Malaysia (Malaysia Education Certificate) Sekolah Menengah Kebangsaan Agama Inanam, Sabah

PREVIOUS EMPLOYMENTS

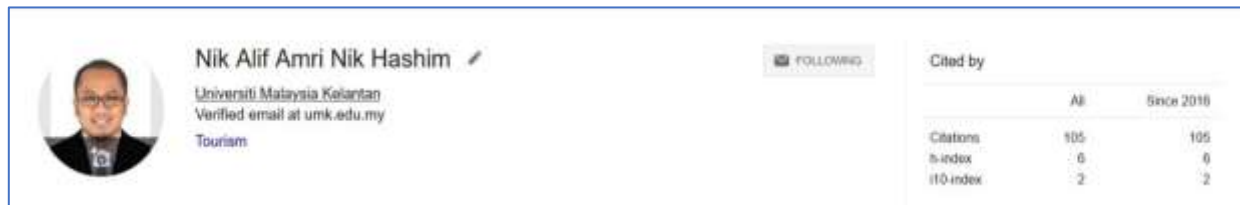
Year	Company/Organization
16 February 2021- Present	Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan (UMK) Position: Senior Lecturer (DS51)
06 January 2014 – 17 February 2021	Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan (UMK) Position: Young Lecturer (DA41)
06 January 2014 – 2 February 2016	Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan (UMK) Position: Young Lecturer (DA41)
2016 - 2017	The University of Queensland Position: Casual Tutor
30 Jun- 8 Jul 2012	Universiti Teknologi MARA Shah Alam Position: Researcher Assistant
2013	Tourism Malaysia Position: Researcher Assistant
2011-2012	Inch Event Sdn Bhd Position: Promoter
2010	Shah Alam Convention Centre (SACC) Position: Banquet Waiter
2009	Ability Expedition Tours Sdn Bhd Position: Temporary Staff
May 2008	KDCA during Harvest Festival Position: Volunteer guide
2007	Hyatt Regency Kota Kinabalu, Sabah Position: Banquet Waiter during the birthday of Sabah TYT (Tuan Yang Terutama)
2005- May 2006	MYWJ Resources Position: Clerk

PUBLICATIONS

1. SCOPUS H-INDEX



2. GOOGLE SCHOLAR INDEX



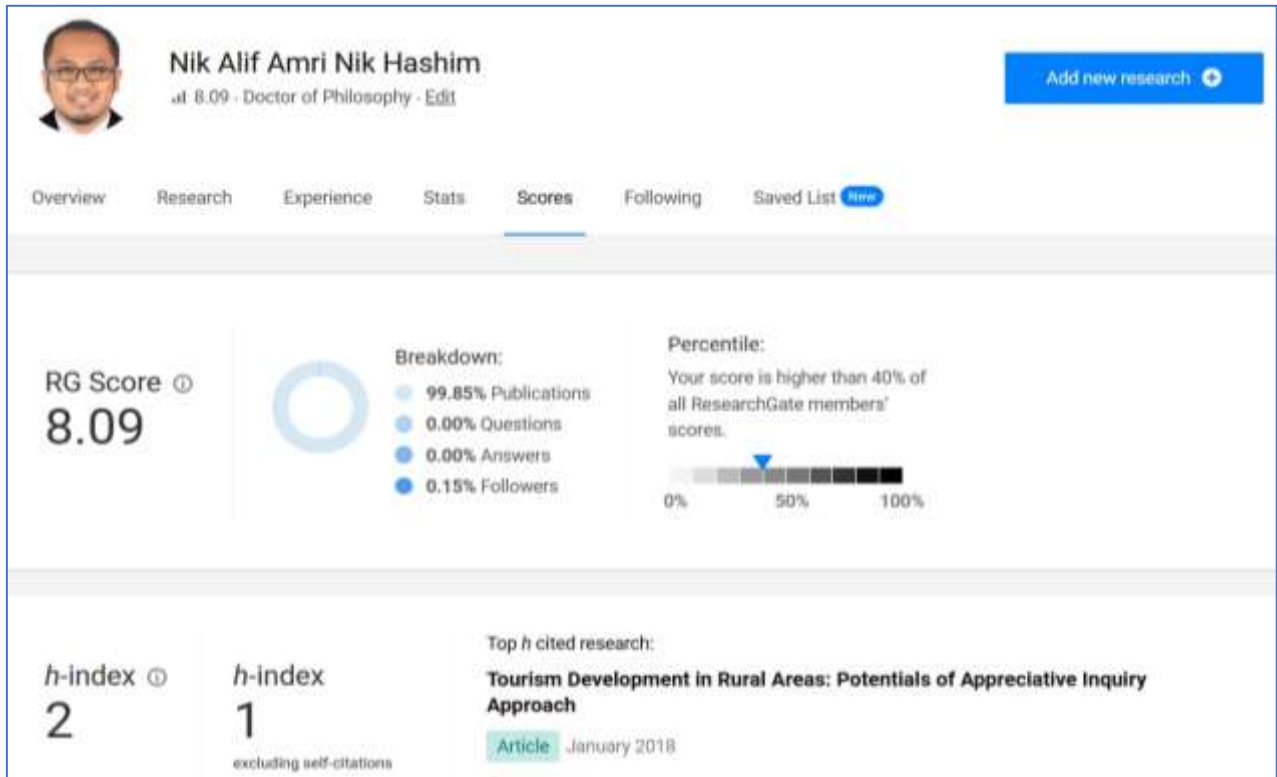
3. ORCID

**NIK ALIF AMRI
NIK HASHIM**

ORCID iD

<https://orcid.org/0000-0003-4966-9592>

4. RESEARCH GATE SCORE



Nik Alif Amri Nik Hashim
at 8.09 · Doctor of Philosophy · [Edit](#)

[Add new research](#)

Overview Research Experience Stats **Scores** Following Saved List [View](#)

RG Score ⓘ
8.09

Breakdown:

- 99.85% Publications
- 0.00% Questions
- 0.00% Answers
- 0.15% Followers

Percentile:
Your score is higher than 40% of all ResearchGate members' scores.

0% 50% 100%

h-index ⓘ
2

h-index
1
excluding self-citations

Top h cited research:
Tourism Development in Rural Areas: Potentials of Appreciative Inquiry Approach
[Article](#) January 2018

5. MENDELEY



NIK ALIF AMRI NIK HASHIM ⓘ [Edit](#)

1 b-index | **1** Citations

Add your title
Academician ⓘ [Edit](#)
Universiti Malaysia Kelantan ⓘ [Edit](#)
[How does my profile look to others?](#)

6. PUBLON



NIK ALIF AMRI NIK HASHIM

Web of Science ResearcherID ⓘ
AAP-1845-2020

PUBLICATIONS	TOTAL TIMES CITED	H-INDEX
5	-	-

A. BOOKS

No	Year	Title	Authors	ISBN No	Publisher
1.	2021	The Recipes: Five Traditional Delicacies in Bandung, Indonesia Vol 2	Selvi Novianti, Nik Alif Amri Nik Hashim , Nur Hafizah Muhammad, Abdullah Muhamed Yusoff,, Zaimatul Awang,	In-Review	Book Publisher International UK
2.	2020	The Recipes: Five Traditional Delicacies in Bandung, Indonesia Vol 1	Nik Alif Amri Nik Hashim , Selvi Novianti, Abdullah Muhamed Yusoff, Nur Hafizah Muhammad, Zaimatul Awang, Roslizawati Che Aziz	978-93-90431-64-9	Book Publisher International UK

B. CHAPTER IN BOOK

No	Year	Book Title	Chapter Title	Authors	ISBN No	Page
1.	2020	Recent Developments in Engineering Research Book Publisher International UK	Emphasizing the Consumer Perceived Risk and Technology Tools: The Reliability and Validity of Instrument	Nik Alif Amri Nik Hashim , Roslizawati Che Aziz, Shah Iskandar Fahmie Ramlee, Fauzan Hafiz Muhammad Safri, Wan Farha Wan Zulkiffli, Zaimatul	978-81-947204-0-9	11-18

				Awang & Nor Dalila Marican		
2.	2020	Faculty of Entrepreneurship and Business Universiti Malaysia Kelantan	An Empirical Study of Factors Affecting S-commerce Purchase Intention among Students	Siti Afiqah Zainuddin, Siti Rohana Mohamad, Tahirah Abdullah, Nur Farahiah Azmi, Siti Salwani Abdullah, Siti Nurul Shuhada Deraman, Nur Izzati Mohamad Anuar, Wan Farha Wan Zulkiffli, Nik Alif Amri Nik Hashim , Ahmad Ridhuwan Abdullah, Aikal Liyani Mohd Rasdi and Hazriah Hasan	978-967-2912-23-1	584-593
3.	2020	Insights into Economics and Management (Book Publisher International UK)	The Impact of Consumer Purchase Behaviour toward Risk Perception on Internet Shopping	Shah Iskandar Fahmie Ramlee, Nik Alif Amri Nik Hashim , Zaimatul Awang, Fadhilahanim Aryani Abdullah, Siti Rohana Mohamad, Siti Afiqah Zainuddin &	978-93-90516-42-1	142-150

				Tahirah Abdullah		
4.	2021	Insights into Economics and Management (Book Publisher International UK)	The Tourist Perceived Risk towards Travel Intention	Zaimatul Awang, Nik Alif Amri Nik Hashim , Derweanna Bah Simpong, Mohd Ashraf Kamarul Zaman, Mursyda Mahshar, Khairun Najihah Sabri, Nur Izzati Mohamad Anuar & Ruzanifah Kosnin	978-93-90516-50-6	125-133
5.	Jan 2021	New Ideas Concerning Science and Technology Vol. 7 (Book Publisher International UK)	The Factors Influencing Tourists' Behavioural Intention-to-Use Grab Pay Application	Nik Alif Amri Nik Hashim , Wan Farha Wan Zulkiffli, Abdullah Muhamed Yusoff Harnidah Samengon, Eni Noreni Mohamad Zain, Siti Rohana Mohamad, Shah Iskandar Fahmie Ramlee & Zaimatul Awang	978-93-90768-65-3	1-10
6.	2021	New Ideas Concerning Science and Technology Vol. 6 (Book	The Use of Unified Acceptance Technology Model for Travel	Nurzehan Abu Bakar, Nik Alif Amri Nik Hashim , Nur	978-93-90768-85-1	112-120

		Publisher International UK)	Mobile Applications	Azimah Othman, Nur Hafizah Muhammad, Tahirah Abdullah, Siti Nurul Shuhada Deraman, Siti Afiqah Zainuddin & Nor Maizana Mat Nawi		
7.	2021	New Horizons in Education and Social Studies Vol 8 (Book Publisher International UK)	E-Learning as a Tool for Teaching and Learning in Higher Education	Raja Norliana Raja Omar, Roslizawati Che Aziz, Nik Alif Amri Nik Hashim , Eni Noreni Mohamad Zain, Nur Farahiah Azmi, Raja Rosnah Raja Daud Munirah Mahshar & Muhammad Jaffri Mohd Nasir	978-93-90516-84-1	156-166
8.	2021	Insights into Economics and Management Vol. 6 (Book Publisher International UK)	Urban Vacationers Motivation in Visiting Spa and Wellness Centre	Nik Alif Amri Nik Hashim , Nor Dalila Marican, Sathish Kumar Velayuthan, Nur Athirah Sumardi, Mohd Hafzal Abdul Halim,	978-93-90768-53-0	34-40

				Fadhilahanim Aryani Abdullah & Nik Ain Izzati Nik Hashim		
9.	2021	Insights into Economics and Management (Book Publisher International UK)	Prospective Tourists' Cognitive Image Prone to Safety and Security Destination	Nik Alif Amri Nik Hashim, Hazziyati Hashim, Shah Iskandar Fahmie Ramlee, Nur Hafizah Muhammad, Nur Syahira Bibit, Boyd Sun Fatt, Mohammed Ruqaimi Remeli & Zaimatul Awang	978-93- 90768- 53-0	24-33
10.	Feb 2021	Insights into Economics and Management (Book Publisher International UK)	The Potentials of Appreciative Inquiry Approach within the Tourism Development in Rural Areas	Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Zaimatul Awang, Fauzan Hafiz Muhammad Safri, Aikal Liyani Mohd Rasdi, Eni Noreni Mohamad Zain & Raja Norliana Raja Omar	Accepted	-
11.	Feb 2021	Insights into Economics and Management (Book Publisher International	Airbnb Physical Environment Attributes and Customer	Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim,	Accepted	-

		UK)	Behavioural Intention	Abdullah Muhamed Yusoff, Nor Amira Mohd Razali, Nur Dalila Mat Yusoff, Nadia Mukharan @ Mohar & Mas Affandy Mashuri		
12.	2021	Pemeriksaan Komuniti Luar Bandar Melalui Pelancongan (UMS Press)	Peluang dan Cabaran terhadap Penglibatan Komuniti dalam pembangunan sukan	Sathish Kumar Velayuthan, Nik Alif Amri Bin Nik Hashim , Velan Kunjuraman	In-Review	-
13.	2021	Perusahaan Kecil Dan Sederhana Di Luar Bandar (UMS Press)	Amalan Pengurusan Kejut dalam Kalangan perusahaan kecil dan Sederhana	Shah Iskandar Fahmi, Nik Alif Amri Bin Nik Hashim , Zaimatul Awang	In-Review	-
14.	2021	Pelancongan Dan Komuniti Luar Bandar (UMS Press)	Penglibatan Pekerja Taman Kinabalu dalam Pengurusan Pelancongan Lestari	Boyd Sun Fatt, Nik Alif Amri Bin Nik Hashim , Muzzamir Musa	In-Review	-
15.	2021	Pelancongan Dan Komuniti Luar Bandar (UMS Press)	Persepsi Komuniti Luar Bandar terhadap Risiko Melancong	Nik Alif Amri Bin Nik Hashim , Sathish Kumar Velayuthan, Zaimatul Awang	In-Review	-
16.	2021	Pemasaran Ekopelancongan	Gelagat Pengguna Dalam	Fadhilahanim Aryani	In-Review	-

		(UMK Press)	Pemasaran EkoPelancongan	Abdullah & Nik Alif Amri Nik Hashim		
--	--	-------------	-----------------------------	---	--	--

C. JOURNALS

No	Year	Authors & Tittle	Level
1.	2021	Setiawan, R., Wisetsri, W., Abdullah, F.A., Mary,P.R., Pachala, V.V., Kurniullah, A.Z., Nik Hashim, N.A.A. , & G. Christabel, G.J.A. (2021). Making a difference through Internal Audit Leadership and Enterprise Risk Management. <i>Productivity Management</i> , 26(1), 258-269.	(Indexed)- Published
2.	2021	Nik Hashim, N.A.A. , Omar, R.N.R., Muhammad, N.H., Zain, E.N.M., Mahshar, M., Awang, Z., Yusoff, A.M., Velayuthan, S.K. (xxxx). Factors Influencing Student Willingness to Purchase Green Products: Examining the Reliability and Validity of Instruments. <i>Journal of Contemporary Issues in Business and Government</i> , x(x), xx-xx.	(Indexed by Web of Science (ESCI)- Accepted
3.	2021	Wan Zulkiffli, W.F., Nik Hashim, N.A.A. , Mahshar, M., Simpong, D.B., Mohamad Anuar, N.I., Muhammad, M.Z. & Yusoff, N.D.M., (xxxx). Do Service Quality, Price, and Comfort Affect Consumer Satisfaction: The Study of Ride-Hailing Services in Malaysia. <i>Journal of Contemporary Issues in Business and Government</i> , x(x), xx-xx.	(Indexed by Web of Science (ESCI)- Accepted
4.	2021	Nawi, N.M.M., Nik Hashim, N.A.A. , Rahim, M.A., Bakar, N.A., Yusoff, A.M., Samengon, H., & Aziz, R.C. (xxxx). That Influence The Customers' Travel Reviews On Hotel Tourist Loyalty. <i>Pertanika Journal of Social Sciences & Humanities</i> , Factors, x(x), xx-xx.	(Indexed by SCOPUS, Q3)- In-Review
5.	2021	Aziz, R.C., Kosnin, R., Nik Hashim, N.A.A. , Abdullah, F., Saidin, S.S. Zulkefli, N.S. & Bakar, N.A. (xxxx). Student Motivation in Outdoor Recreation Engagement: Examining the Validity and Reliability of the Measuring Instruments. <i>Journal of Contemporary Issues in Business and Government</i> , x(x), xx-xx.	(Indexed by Web of Science (ESCI)- Accepted
6.	2021	Mohamad Anuar, N.I., Zainol, N.R., Nik Hashim, N.A.A., Wan Zulkiffli, W.F., Zainuddin, S.A., Redzuan, R.H., & Abdullah, T. (xxxx). Sourcing from China: Connecting Inward and Outward Internationalisation through Absorptive Capacity. <i>Rupkatha Journal on Interdisciplinary Studies in Humanities</i> x(x), xx-xx.	(Indexed by SCOPUS, Q4 and Web of Science (ESCI)- In-Review
7.	2021	Nik Hashim, N.A.A. (xxxx). The relationship between HRM practices and Employees performance. A mediating role of	(Indexed by SCOPUS,

		CSR. <i>Environmental Science and Pollution Research</i> , x(x), xx-xx.	Q2 and Web of Science (SSIE), JCR Q2)- In-Review
8.	2021	Sengan, S., Kanmnai, P., Devi, K.N., Amin, R., Rajeshbabu, M., Nik Hashim, N.A.A. , Zain, E.N.M., & Dadheech, P. (xxxx). A Multi-Stakeholder Involved Affective E- Waste Management in Manufacturing Recycled Electronic Products Using Game Theory. <i>Arabian Journal for Science and Technology</i> , x(x), xx-xx.	(Indexed by SCOPUS, Q2 and Web of Science (SSIE), JCR Q3)- In-Review
9.	2021	Sengan, S., Setiawan, R., Kumar, C.S., Nik Hashim, N.A.A. , Subramaniaswamy, V., Sharma, P.K., & Dadheech, P. (xxxx). Analyzing the impact of lockdown in controlling the spread of COVID-19 and predicting the future course of the COVID pandemic in India. <i>Journal of Intelligent & Fuzzy Systems</i> , x(x), xx-xx.	(Indexed by SCOPUS, Q2 and Web of Science (SCIE), JCR Q2)- In-Review
10.	2021	Nik Hashim, N.A.A. (xxxx). The Role of Spiritual Intelligence in Citizenship Behaviors among Muslim Staffs in Malaysia. <i>HTS Teologiese Studies / Theological Studie</i> , x(x), xx-xx.	(Indexed by SCOPUS, Q1 and Web of Science (AHCI)- In-Review
11.	2020	Nik Hashim, N.A.A. , Ritchie, B.W., & Tkaczynski, A. (xxxx). The determinants of tourist travel intention in Malaysia: the role of perceived risk and destination image. <i>Tourism Management Perspectives</i> , x(x), xx-xx.	(Indexed by SCOPUS, Q1 and Web of Science (SSCI), JCR Q1)- In-Review
12.	2020	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. <i>International Journal of Psychosocial Rehabilitation</i> , 24(6), 6997-7007.	(Indexed)- Published
13.	2020	Hashim, N. A. A. N. , Zulkifli, W. F. W., Che Aziz, R., Nawi, N. M. M., Awang, Z., Muhammad, N. H., & Yusoff, A. M. (2020). Grab Pay App: The Factors Influencing Tourists' Behavioural Intention-to-Use. <i>Journal of Talent Development and Excellence</i> , 12(3S), 820-828	(Indexed)- Published
14.	2020	Hashim, N. A. A. N. , Che Aziz, R., Muhammad, N. H.,	(Indexed)-

		Ramlee., S.I.F., Zulkifli, W. F. W., Awang, Z., Nawli, N. M. M., & Rahim., M.A. (2020). The Success of Halal Supply Chain Management Practices in Malaysia. <i>Journal of Advance Research in Dynamical & Control Systems</i> , 12(8), 232-236	Published
15.	2020	Bakar, N. A., Hashim, N. A. A. N. , Nawli, N. M. M., Rahim, M. A., Yusoff, A. M., Che Aziz, R., & Ahmad, G. (2020). Travel Mobile Applications: The Use of Unified Acceptance Technology Model. <i>International Journal of Innovative Technology and Exploring Engineering</i> , 9(3), 3118–3121	(Indexed)- Published
16.	2020	Samengon, H., Hashim, N. A. A. N. , Nawli, N. M. M., Ahmad, G., Othman, N. A., Ridzuan, N.A., Simpong, D. B., Awang, Z., Yusoff, A. M., Aziz, R. C., & Ramlee, S. I. F. (2020). Factors Affecting Turnover Intention of Three-Star Hotel Industry in Malaysia. <i>TEST Engineering and Management</i> , 82, 11056-11064.	(Indexed by SCOPUS, Q4)- Published
17.	2020	Nawli, N.M.M., Hashim, N.A.A.N , Aziz, R.C., Samengon, H., Omar, R.N.R., Abdullah, N.A.T. & Simpong, D.B. (2020). Tourist Loyalty Toward Online Travel Reviews: Examining the Reliability and Validity of Instrument. <i>International Journal of Advanced Science and Technology</i> , 29(11S), 1837-1841.	(Indexed)- Published
18.	2020	Hashim, N.A.A.N. , Bakar, N.A., Zain, E.N.M., Yusoff, N.D.M., & Muhammad, N.H. (2020). Travel Mobile Applications Technology: Examining the Reliability and Validity of Instruments. <i>International Journal of Advanced Science and Technology</i> , 29(9S), 7774-7777.	(Indexed)- Published
19.	2020	Hashim, N.A.A.N. , Awang, Z., Yusoff, A.M., Safri, F.H.M., Fatt, B.S., Velayuthan, S.K., Hashim, H., & Novianti, S. (2020). Validating the Measuring Instrument for Determinants of Tourist's Preferences Toward Revisit Intention: A Study of Genting Highland. <i>Journal of Advanced Research in Dynamical and Control Systems</i> , 12(7), 2236-2240.	(Indexed by SCOPUS, Q3)- Published
20.	2020	Ghoreishi, B., Esfahani, M.K., Lushabi, N.A., Amini, O., Aghamolaie, I., Hashim, N. A. A. N. , & Alizadeh, S. M. S. (2020). Assessment of Geotechnical Properties and Determination of Shear Strength Parameters. <i>Geotechnical and Geological Engineering</i> . 39(1), 479.	(Indexed by SCOPUS, Q1) and Web of Science JCR Q3- Published
21.	2020	Samengon, H., Hashim, N. A. A. N. , Sabri, K. N., Yahya, S., Muhammad, N. H., Yusoff, A. M., & Velayuthan, S. K. (2020). Factors affecting self-service technology towards intention to adopt the technology among consumer in the foodservice	(Indexed by Web of Science (ESCI)- Published

		industry. <i>International Journal of Disaster Recovery and Business Continuity</i> , 11(1), 2766–2774.	
22.	2020	Fatt, B.S., Hashim, N.A.A.N. , Kassim, E.R., Safri, F.H.M., Nawati, N.M.M., Samengon, H., Velayuthan, S.K., & Muhammad, N.H. (2020). Supply Chain Management in Tourism: Tunku Abdul Rahman Park, Kota Kinabalu, Sabah. <i>International Journal of Supply Chain Management</i> , 9(5), 343-346.	(Indexed)- Published
23.	2020	Che Aziz, R., Nik Hashim, N. A.A. , Ahmad Nordin, A. N., Hosayni, H. S., Suhaimi, N. F., & Muhamed Yusoff, A. (2020). Determinant Factors That Affect ELearning Approach in Teaching and Learning at Higher Education: A Literature Review. <i>Jurnal Penyelidikan Sains Sosial (JOSSR)</i> , 3(8), 42 - 51.	(Indexed by My Cite)- Published
24.	2020	Mahshar, M., Hashim, N.A.A.N. , Daud,R.R.R., Ismail, M., Zulkifli, W.F.W., Said,N.M., Hong.L.M., & Zain, E.N.M. (2020). Validating the Measuring Instrument for The Service Quality, Price and Comfort On Customer Satisfaction Towards Ride Hailing Service In Malaysia. <i>Journal of Critical Review</i> ,7(15), 4891-4894.	(Indexed)- Published
25.	2020	Omar, R.N.R., Hashim, N.A.A.N. , Zain, E.N.M., Ramlee, S.I.F., Halim, A.F.A., Rohzi, A.F.M., Azlin, H.A.N., & Mat, W.M.N.W. (2020). Factors That Influence Online Behaviour in Purchasing Hotel Room Via Website Among Tourists. <i>European Journal of Molecular & Clinical Medicine</i> ,7(7), 219-229.	(Indexed by SCOPUS, Q3)- Published
26.	2020	Mohamad, S.R., Zainuddin, S.A., Nik Hashim, N.A.A. , Abdullah,T., Anuar, N.I.M., Deraman, S.N.S., Azmi,N.F., Mohd Razali, N.A., & Zain, E.N.M. (2020). Validating The Measuring Instrument For The Determinants Of Social Commerce Shopping Intention Among Teenagers. <i>European Journal of Molecular & Clinical Medicine</i> , 7(6), 1877-1881.	(Indexed by SCOPUS, Q3)- Published
27.	2020	Nik Hashim, N.A.A. , Fatt, B.S., Mohtar, T.M., Awang, Z., Omar, R.N.R., Zain, E.N.M., Mahshar, M., Nasir,M.J.M. (2020). Adventure Tourism: A Study of Tunku Abdul Rahman Park, Sabah. <i>European Journal of Molecular & Clinical Medicine</i> , 7(8), 2440-2446.	(Indexed by SCOPUS, Q3)- Published
28.	2020	Anuar, N.I.M., Mahdi, N.M.N., Hashim, N.A.A.N. , Mohamad, S.R., Zainuddin, S.A., Azmi, N.F., & Zulkifli, W.F.W. (2020). The Barriers towards the Adoption of E-Wallet Payment System. <i>International Journal of Engineering Research and Technology</i> , 13(11), 3772-3777.	(Indexed by SCOPUS, Q3)- Published
29.	2020	Abdullah, T., Deraman, S.N.S., Zainuddin, S.A., Azmi, N.F., Abdullah, S.S., Anuar, N.I.M., Mohamad, S.R.,Zulkifli, W.F.W., Hashim, N.A.A.N. , Abdullah, A.R., Rasdi, A.L.M., & Hasan, H. (2020). Impact Of Social Media Influencer On	(Indexed by SCOPUS, Q3)- Published

		Instagram User Purchase Intention Towards The Fashion Products: The Perspectives Of Students. <i>Journal of Molecular & Clinical Medicine</i> , 7(8),2589-2598.	
30.	2020	Zainuddin, S.A., Mohamad, S.R., Abdullah, T., Azmi, N.F., Abdullah, S.S., Deraman, S.N.S., Anuar, N.I.M., Zulkiffli, W.F.W., Hashim, N.A.A.N. , Abdullah, A.R., Rasdi, A.L.M., & Hasan, H. (2020). Factors Affecting S Commerce Adoption Among Micro and Small and Medium Sized Enterprises In A Sub Urban And Rural Economic Area. <i>Journal of Molecular & Clinical Medicine</i> , 7(8),2570-2576.	(Indexed by SCOPUS, Q3)- Published
31.	2020	Che Aziz, R., Hashim, N. A. A. N , Nawi. M.N., Kunjuraman, V., Alwi, M.K., Awang, Z. & Omar, R.N.R. (2020). The Role of Motivation for The Engagement in Outdoor Recreation: Empirical Evidences from Higher Education Students. <i>Palarch's Journal Of Archaeology Of Egypt/Egyptology</i> , 17(9), 1917-1930.	(Indexed by SCOPUS, Q3)- Published
32.	2020	Hashim, N.A.A.N , Bakar, N.A., Remeli, M.R., Samengon, H., Omar, R.N.R., Nawi, N. M.M.,Razali, N.A.M., & Mahshar, M. (2020). Travel Mobile Technology Applications and Domestic Tourist Behavior: Analyzing the Reliability and Validity of Instruments. <i>IOP Conference Series: Materials Science and Engineering</i> , 993, 012095	(Indexed by SCOPUS)- Published
33.	2020	Hashim, N.A.A.N ,Aziz, R.C., Ramlee, S.I.F., Zainuddin, S.A., Zain, E.N.M., Awang, Z., Mohamad, S.R. & Yusoff, A.M. (2020). E-Learning Technology Effectiveness in Teaching and Learning: Analyzing the Reliability and Validity of Instruments. <i>IOP Conference Series: Materials Science and Engineering</i> , 993, 012096	(Indexed by SCOPUS)- Published
34.	2020	Hashim, N.A.A.N & Yusoff, A.M. (2020). Impact of Transformational Leadership on Organisational Efficiency. <i>IOP Conference Series: Materials Science and Engineering</i> .	(Indexed by SCOPUS)- Accepted
35.	2020	Hashim, N.A.A.N & Yusoff, N.D.M. (2020). Emotional Intelligence as a mediating variable in the impact of Leadership on Organizational Commitment. <i>IOP Conference Series: Materials Science and Engineering</i> .	(Indexed by SCOPUS)- Accepted
36.	2020	Jayanthiladevi, A., Raj, A. G., Nik Hashim, N.A.A. , Kumar, V.R., Nagaraju, V. & Regin, R. (2020). Spectroscopy Analysis for Quality Control Measurement in Waste Management, <i>Journal of Physics: Conference Series</i> , 1712, 012037.	(Indexed by SCOPUS)- Published
37.	2020	Azmi, N.F., Mohamad, S.R., Hasan, H., Deraman, S.N.S., Abdullah, T., Abdullah, S.S., & Hashim, N.A.A.N. (2020). Analysis of the Relation between Financial Literacy and Entrepreneur. <i>International Journal of Engineering Research and Technology</i> , 13(12), 5429-5435.	(Indexed by SCOPUS, Q3)- Published

38.	2020	Zulkifli, W.F.W., Mahshar, M., Hashim, N.A.A.N. , Anuar, N.I.M., Muhammad, M.Z. Investigating The Effect of Service Quality on Customer Satisfaction Case Study: Ride-Hailing Service in Malaysia. <i>International Journal of Engineering Research and Technology</i> , 13(12), 5423-5428.	(Indexed by SCOPUS, Q3)- Published
39.	2020	Zainuddin, S.A., Hashim, N.A.A.N. , Abdullah, T., Uthamaputhran, S., Nasir, N.A.M., Said, N.M & Anuar, N.I.M. (2020). Risk Management: A Review of Recent Philosophical Perspectives. <i>Palarch's Journal of Archaeology Of Egypt/Egyptology</i> , 17(9), 1931 - 1944.	(Indexed by SCOPUS, Q3)- Published
40.	2020	Omar, R.N.R., Hashim, N.A.A.N. , Zain, E.N.M., Velayuthan, S. K., Mohd Zamri, A. S., Ramli, N.H.A., Chandran, S., & Zulkifli, Z. (2020). Do Attitude, Price, and Product Quality Influence the Willingness to Purchase Green Products among Higher Education Students? <i>Palarch's Journal of Archaeology Of Egypt/Egyptology</i> , 17(9), 1887 - 1899.	(Indexed by SCOPUS, Q3)- Published
41.	2020	Hashim, N.A.A.N. , Mohamad, S. R., Abdullah, T., Awang,Z., Omar, R.N.R., Zain, E.N.M.,Safri, F.H.M., Nawi, N.M.M., Yusoff, A.M., & Abdullah, F.A., (2020). Tourist Risk Perception and Revisit Intention: Examining the Validity And Reliability Of The Measuring Instrument. <i>European Journal of Molecular & Clinical Medicine</i> . 7(6), 2661-2666.	(Indexed by SCOPUS, Q3)- Published
42.	2020	Maurya, S.K., Jain, V., Setiawan, R., Ashraf, A., Koti, K., Niranjana, K., Nik Hashim, N.A.A. , & Rajest, S.S. (2020). The Conditional Analysis of Principals Bullying Teachers Reasons in The Surroundings of The City. <i>Productivity Management</i> , 25(5), 1195-1214.	(Indexed)- Published
43.	2020	Kumar, V.R., Maurya, S.K., Ahmed, A.A.A., Nik Hashim, N.A.A. , Shatila K., & Agarwal, V.. (2020). The Impact of Knowledge Management on Employees Productivity: The Case of Lebanon. <i>Productivity Management</i> , 25(4), 52-67.	(Indexed)- Published
44.	2020	Zainuddin, S.A., Hashim, N.A.A.N. , Abdullah, T., Mohamad, S.R., Anuar, N.I.M., Deraman, S.N.S., & Awang, Z. (2020). Risk Management as Governmentality in Organization. <i>International Journal of Engineering Research and Technology</i> , 13(12), 4439-4449.	(Indexed by SCOPUS, Q3)- Published
45.	2020	Nawi, N. M., Hashim, N. A. A. N. , Mohtar, T.M., Awang,Z., Mahshar, M., Omar, R.N.R., & Abdullah, F.A., (2020). Does Online Review Variation and Online Review Recommendations Effect Tourist Behaviour? The Instrument validation. <i>European Journal of Molecular & Clinical Medicine</i> . 7(11), 1569-1575.	(Indexed by SCOPUS, Q3)- Published
46.	2019	Velayuthan, S. K., Hashim, N. A. A. N. , Yusoff, A. B. M., Awang, Z., & Ramlee, S. I. F. B. (2019). A Proposed Framework on Urban Vacationers Motivation in Visiting Spa and Wellness Centre. <i>International Journal of Academic</i>	(Indexed by Era)- Published

		<i>Research Business and Social Sciences</i> , 8(10), 219-229.	
47.	2019	Aziz, R. C., Hamzah, S., Hashim, N. A. A. N. , Rahim, M. A., Zulkifli, W. F. W., & Ahmad, G. (2019). S.O.A.R Model: An Alternative Approach for 21th Century Education to Shift from “Classroom Management” to “Classroom Leadership.” <i>International Journal of Academic Research in Progressive Education and Development</i> ,8(2), 1021–1029.	(Indexed by Era)- Published
48.	2019	Nik Hashim, N.A.A. , Yusoff,A.M., Awang,Z., Aziz,R.C., Ramlee, S.I.F., Bakar,N. A., Noor, M.A.M. & Fatt, B.S. (2019). The Effect of Domestic Tourist Perceived Risk on Revisit Intention in Malaysia. <i>International Journal of Innovative Technology and Exploring Engineering (IJITEE)</i> ,8(10), 4591-4596.	(Indexed by SCOPUS, Q4)- Published
49.	2019	Nik Hashim, N.A.A. , Velayuthan, S. K., Yusoff,A.M., Awang, Z., & Muhammad Safri, F.H. (2019). Validating the Measuring Instrument for Motivation Factors towards Visiting Spa and Wellness Tourism Destinations in Kuala Lumpur. <i>International Journal of Innovative Technology and Exploring Engineering (IJITEE)</i> , 8(9S), 1106-1108.	(Indexed by SCOPUS, Q4)- Published
50.	2019	Nawi, N. M., Hashim, N. A. A. N. , Shahril, Z., & Hamid, R.(2019). Airbnb Physical Environment Attributes and Customer Behavioral Intention: A Proposed Study. <i>International Journal of Academic Research in Business and Social Sciences</i> , 9(8), 144–151.	(Indexed by Era)- Published
51.	2019	Hashim, N. A. A. N. , Aziz, R. C., Ramlee, S. I. F., Safri, F. H. M., & Zulkifli, W. F. W. (2019). Consumer Perceived Risk and Technology Tools: The Reliability and Validity of Instrument. <i>International Journal of Recent Technology and Engineering (IJRTE)</i> ,8(4S2), 1011-1014.	(Indexed by SCOPUS, Q4)- Published
52.	2019	Aziz, R. C., Hashim, N. A. A. N. , Omar, R. N. R., Yusoff, A. M., Muhammad, N. H., Simpong, D. B., Abdullah, T., Zainuddin, S. A., & Safri, F. H. M. (2019). Teaching and Learning in Higher Education: E-Learning as a Tool. <i>International Journal of Innovative Technology and Exploring Engineering (IJITEE)</i> , 9(1), 458-463.	(Indexed by SCOPUS, Q4)- Published
53.	2019	Hashim, N. A. A. N. , Ramlee, S. I. F., Yusoff, A. M., , Nawi, N. M. N., Awang, Z., Zainuddin, S. A., , Abdullah, T., Ahmad, G., Rahim, M. A., & Fatt, B. S. (2019). Internet Shopping: How the Consumer Purchase Behaviour is Impacted by Risk Perception. <i>TEST Engineering & Management</i> , 59(6S), 1014-1021.	(Indexed by SCOPUS, Q4)- Published
54.	2019	Hashim, N. A. A. N. , Safri, F. H. M., Yusoff, A. M., Omar, R. N. R., Velayuthan, S. K., Hashim, H., Aziz, R. C., Awang, Z., Ahmad, G., & Fatt, B. S. (2019). Disintermediation Threat: How and What Strategies are Used by Traditional Travel Agency to Survive?. <i>TEST Engineering & Management</i> ,	(Indexed by SCOPUS, Q4)- Published

		59(6S),1022-1031.	
55.	2018	Aziz, R.C., Hashim, N.A.A.N. , & Awang, Z. (2018). Tourism Development in Rural Areas: Potentials of Appreciative Inquiry Approach. <i>Journal of Tourism, Hospitality & Culinary Arts</i> , 10(1), 59-75.	(Indexed by My Cite)-Published
56.	2018	Hashim, N. A. A. N. , Noor, M. A. M., Awang, Z., Aziz, R. C., & Yusoff, A. M. (2018). The Influence of Tourist Perceived Risk towards Travel Intention: A Conceptual Paper. <i>International Journal of Academic Research in Business and Social Sciences</i> , 8(16), 92–102.	(Indexed by Era)-Published
57.	2018	Hashim, N. A. A. N. , Ritchie, B. W., & Tkaczynski, A. (2018). Prospective Tourists' Cognitive Image Prone to Safety and Security destination: The Case of Sabah, Malaysia. <i>International Journal of Academic Research in Business and Social Sciences</i> , 8(16), 163–177.	(Indexed by Era)-Published

D. PROCEEDING CONFERENCES/ SEMINAR/ SYMPOSIUM

Title	Name	Location	Year	Page
An Insight on Sabah Tourists' Gastronomic Preferences.	M.R. Remeli, Velayuthan, S.K., Z. Awang, N.A.A. Nik Hashim.	1st Connect-Us Conference (CuC 2017) Sustainable Society Development: Human, Environmental and Economic Vitality, Ho Chi Minh, Vietnam.	2017	108-115
Do Community Engagement Matters in Sustainable Tourism Planning?	Velayuthan, S.K., N.A.A. Nik Hashim , Z. Awang., M.R. Remeli.	1st Connect-Us Conference (CuC 2017) Sustainable Society Development: Human, Environmental and Economic Vitality, Ho Chi Minh, Vietnam.	2017	132-139
The Determinants of Tourist Travel Intention in Malaysia: The Role of Perceived Risk and Destination Image	N.A.A. Nik Hashim , B.W. Ritchie, A. Tkaczynski	1st Connect-Us Conference (CuC 2017) Sustainable Society Development: Human, Environmental and Economic Vitality, Ho Chi Minh, Vietnam.	2017	78-82
Assessing Customer	Z Awang, N.A.A Nik	Proceedings of the 4th International Seminar	2015	22-25

Intention towards the use of Website on Online Air Ticket Booking	Hashim , NAM Yaziz, NS Asmuni.	on Entrepreneurship and Business, Pulau Pinang		
Travel Agents and Disintermediation in Malaysia: The Direct Impacts.	Z.Awang, N.A.A. Nik Hashim , F.H. Muhammad Safri, Fatt, B.S.	Proceedings of the 3rd International Seminar on Entrepreneurship and Business, Kota Bharu, Kelantan	2014	23-28
Strategies of travel agency in facing disintermediation	N.A.A. Nik Hashim , M.N.I. Ismail, Z. Awang & F.H. Muhammad Safri	Hospitality and Tourism: Synergizing Creativity and Innovation in Research	2013	23-27
Shopping mall attractiveness: Factors affecting consumer decision towards visitation	Z. Awang, N. Aminudin, N.A.A Nik Hashim & N.A. Mustapha	Hospitality and Tourism: Synergizing Creativity and Innovation in Research	2013	147-152
The level of youth tourist satisfaction towards domestic tourism product	S.A. Jamal, N. Kamaruddin, S. Aliyas & N.A.A. Nik Hashim	Hospitality and Tourism: Synergizing Creativity and Innovation in Research	2013	375-380
Tourist' perceptions toward the authenticity or unique features of Melaka traditional Malay houses as cultural heritage tourism product	M.A. Ismail, F.I. Basri, N.A.A. Nik Hashim & A.A. Abd Majid	Hospitality and Tourism: Synergizing Creativity and Innovation in Research	2013	41-46
Destination attributes, tourist satisfaction and behavioral intentions towards Penang	F.H. Muhammad Safri , H. Ismail, M.A. Alias & N.A.A. Nik Hashim	Hospitality and Tourism: Synergizing Creativity and Innovation in Research	2013	199-202

E. ABSTRACT/CONFERENCE POSTER/ SEMINAR/ SYMPOSIUM

Title	Name	Location	Year	Page
An Empirical Study of Factors Affecting S-Commerce Adoption Among Micro and Small- And Medium Sized Enterprises in Sub-Urban and Rural Economic Area: Evidence from Kelantan	Siti Afiqah Zainuddin, Tahirah Abdullah Nur Farahiah Azmi, Siti Salwani Abdullah Siti Nurul Shuhada Deraman, Nur Izzati Mohamad Anuar Siti Rohana Mohamad, Wan Farha Wan Zulkiffli Nik Alif Amri Nik Hashim , Ahmad Ridhuwan Abdullah Aikal Liyani Mohd Rasdi & Hazriah Hasan	eCarnival of Research and Innovation (eCRI) 2020, UMK 2020.	2020	Video
An Empirical Study of Factors Affecting S-Commerce Purchase Intention Among Students	Siti Afiqah Zainuddin, Tahirah Abdullah Nur Farahiah Azmi, Siti Salwani Abdullah Siti Nurul Shuhada Deraman, Nur Izzati Mohamad Anuar Siti Rohana Mohamad, Wan Farha Wan Zulkiffli Nik Alif Amri Nik Hashim , Ahmad Ridhuwan Abdullah Aikal Liyani Mohd Rasdi & Hazriah Hasan	eCarnival of Research and Innovation (eCRI) 2020, UMK 2020.	2020	Video
Impact of Social Media Influencer Towards User Purchase Intention in The Fashion Industry	Siti Afiqah Zainuddin, Tahirah Abdullah Nur Farahiah Azmi, Siti Salwani Abdullah Siti Nurul Shuhada Deraman, Nur Izzati Mohamad Anuar Siti Rohana Mohamad, Wan Farha Wan Zulkiffli Nik Alif Amri Nik Hashim , Ahmad Ridhuwan Abdullah	eCarnival of Research and Innovation (eCRI) 2020, UMK 2020.	2020	Poster

	Aikal Liyani Mohd Rasdi & Hazriah Hasan			
--	--	--	--	--

F. OTHER PUBLICATIONS

Jenis Penerbitan	Tajuk Penerbitan	Tahun
Bulletin infousahawan Edisi 20 Terbitan ISSN 1823-6421	Jana Pendapatan Dengan Airbnb	2020 (Published)
TIP magazine	Food and Ethnicity of Malaysia	(In-Review)

RESEARCH EXPERIENCES

A. RESEARCH GRANT

No	Duration/ Period	Research/ Grant Info	Amount & Level
1.	2 years (1 Aug 2017 – 30 July 2019)	Member- FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS) Ministry of Higher Education Malaysia - The determinants of tourist travel intention in Malaysia: The Role of Perceived Risk and Destination Image	National RM54,400.00 (Completed)
2.	1 year (1 Nov 2020 – 31 October 2021)	Member- UMK Fundamental Research Grant (UMK-Fund) - Core Competencies of Women Entrepreneurs in Building Superior Online Business Performance in Kelantan	University RM 5,000.00 (Ongoing)
3.	2 years (1 Ngeov 2020 – 31 October 2022)	Member- FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS) Ministry of Higher Education Malaysia - Conceptualizing Experience-Rich Sustainable Tourism Model	National RM92,200.00 (Ongoing)
4.	1 year (1 Oct 2019 – 31 December 2020)	Member- Projek Penyelidikan dibawah Program Kebolehpasaran Graduan Kementerian Pendidikan Malaysia 2019. - Pembangunan Kerjaya sebagai Pemandu Pelancong Profesional	National RM100,000.00 (Ongoing)
5.	1 year	Member- Geran Keusahawanan Impak Tinggi Tahun 2020. - Creative Entrepreneur Programme (CEP)	National RM112,000.00 (Ongoing)

	(3 Jul 2020 – 2 Jul 2021)		
6.	1 year (10 Mac 2021 – 2 Mac 2022)	Member- Dana PENJANA KPT CAP Tahun 2020. - Kursus Penasihat Kewangan Islam	National RM264,000.00 (Ongoing)
7.	1.5 years (2012-2013)	Master Thesis, Universiti Teknoogi MARA (UiTM) Title: “ <i>Disintermediation of Travel Agent in Malaysia</i> ” Supervisor: Mr. Mohd Noor Ismawi Ismail	Completed
8.	3 years (Apr 2015- Dec 2020)	Doctoral Thesis, University of Queensland, Australia Title: “ <i>The Determinants of Tourist Travel Intention in Malaysia: The Role of Perceived Risk and Destination Image</i> ” Supervisor: Prof. Dr. Brent W. Ritchie Co-Supervisor: Dr. Aaron Tkaczynski	Completed

B. PATTERN

No	Year	Status Pattern	Pattern Title
1.	21 January 2019	Patterned	GO-Fit (LY2019000233)

CONSULTANCY PROJECTS

July 2020 – June 2021 Consultancy Project for Sekolah Kebangsaan Tudan, Tuaran, Sabah (RM5,000.00)

COMMUNITY SERVICES

2021 Program khidmat Bersama komuniti Gunung Reng, Jeli, Kelantan

2020 Committee Members for Community Services at Sekolah Kebangsaan Tudan, Tuaran, Sabah

2020 Program Crowdfunding for Poverty-Stricken People & Families’ 2020

2020	Program Cakna & Santuni Golongan Asnaf Kelantan
2020	Kelantan Picturesque Project, Enhancement of Domestic Tourism Post Covid-19

TEACHING RESPONSIBILITIES

2021	Lecturer Course for HTA40103- Domestic & International Travel Management
2021	Lecturer Course for HTS20103- Travel and Tours Management
2021	Lecturer Course for HTS20203- Event Management
2020	Coordinator Course for ATS4103 – Tourism Culture and Heritage

SUPERVISION

Undergraduate student (2021 – current)

1. Supervisor - Final Research Project –PPTA II – 2021 (Ongoing)
8 students Final Year - Bachelor of Entrepreneurship (Tourism)
2. Supervisor - Final Research Project –PPTA II – 2021 (Ongoing)
4 students Final Year - Bachelor of Entrepreneurship (Hospitality)
3. Supervisor - Final Research Project –PPTA II – 2021 (Ongoing)
4 students Final Year - Bachelor of Entrepreneurship (Wellness)

REVIEWER/ EVALUATOR

A. REVIEWER/ EVALUATOR FOR JOURNAL/ BOOK/ PROCEEDING

2021	Internal Reviewer , Chapter in Book for COVID-19 in Tourism and Hospitality Industry. UMK Press.
2020	Reviewer , Asian Journal of Social Studies, Digital Games and Co-curricular Activities as the Influential Factors of Problem-Solving Ability in Mathematics of Senior Secondary Students ISSN 2581-6268. Science Domain International

EXTERNAL CONTRIBUTIONS

- 2021 **Facilitator**, Digital marketing for ecotourism product, Jeli, Kelantan
- 2021 **Speaker**, Certified Social Entrepreneurship Innovation Workshop, UMK 2021, 28 Mac 2021
- 2021 **Moderator**, Certified Social Entrepreneurship Innovation Workshop, UMK 2021, 14 Mac 2021
- 2021-2022 **International Advisory Members**, International E-Conference on Research and Development in Science, Technology and Management in the Current Era, 21 February 2021. Indian Academician and Researchers Association (IARA).
- 2020 -2022 **Editorial Board**, International Journal of Hospitality & Tourism Management (IJHTM), ISSN 2640-1770. Science Publishing Group USA.
- 2020-2021 **Facilitator**, for Tour Consultant @ Smart Tourism Programme 2020, Collaboration with Ministry of Higher Education and Geo Training Langkawi
- 2020 **International Advisory Members**, International E-Conference on Science Technology and Innovation, 27 December 2020. Indian Academician and Researchers Association (IARA).
- 2020 **Speaker**, Kursus Asas Kepimpinan Kolej,UiTM Cawangan Sabah. 28-31 Januari 2020 bertempat di UiTM Cawangan Sabah.
- 2020 **Speaker**, Perkampungan Jawatankuasa Perwakilan Kolej UiTM Cawangan Sabah. 3-6 Februari 2020 bertempat di UiTM Cawangan Sabah.
- 2020 **Facilitator**, Kursus Asas Kepimpinan Kolej,UiTM Cawangan Sabah. 28-31 Januari 2020 bertempat di UiTM Cawangan Sabah.
- 2020 **Keynote Speaker**. How Crises and Disaster Affected the Tourism and Hospitality Industry. International Conference on Innovative Technical Advances in Disaster Management. 15 & 16 July 2020, Adi Shankara Institutes of Engineering & Technology, Kalady, Kerala, India & TECHOWN.
- 2019 **Speaker**. Segment Apa kata anda, Tajuk: Apa uniknya Malaysia yang Pelancong perlu tahu. Radio IKIM Malaysia, pada 23 Julai 2019
- 2019 **Facilitator**, UMK Inbound Mobility Programme 2019: International Student Mobiliy Programme frim University of Bengkulu Indonesia-Introducing Foods and Cultures & Crafting : Making Terrarium

2018 **Moderator of Concurrent session**, 4th International Hospitality & Tourism Conference 2018 (IHTC)

2014 **Facilitator**, Program Makeover Homestay Pantai Suri, Tumpat, Kelantan

AWARDS AND RECOGNITIONS

No	Year	Award	Title	Level
	2020	Bronze Medal	Berenggu Energy Drink. eCarnival of Research and Innovation (eCRI) 2020, UMK 2020.	Universiti Malaysia Kelantan (University)
	2020	Bronze Medal	Future Ready Basic Accounting Course Experience for Non-Accounting Students. eCarnival of Research and Innovation (eCRI) 2020, UMK 2020.	Universiti Malaysia Kelantan (University)
	2019	Gold Medal	S.O.A.R Model: Shifting From "Classroom Management" To "Classroom Leadership": Karnival Inovasi Pembelajaran Dan Pengajaran K-Inovasi, UKM 2019.	Universiti Kebangsaan Malaysia (National)
	2019	Gold Medal	GoFit: An Integrated Teaching Online Platform For Travel & Tours Management Course: Karnival Inovasi Pembelajaran Dan Pengajaran K-Inovasi, UKM, 2019.	Universiti Kebangsaan Malaysia (National)
	2019	Gold Medal	S.O.A.R Model: Shifting From "Classroom Management" To "Classroom Leadership": Teaching Enhancement and Learning Innovation Carnival 2019 (Telic 19), UMK, 2019.	Universiti Malaysia Kelantan (University)
	2019	Bronze Medal	S.O.A.R Model: Shifting From "Classroom Management" To "Classroom Leadership": International Learning Innovation Competition 2019	Universiti Utara Malaysia (National)

			(PIP 19), UUM, 2019.	
	2019	Silver Medal	S.O.A.R Model: Shifting From "Classroom Management" To "Classroom Leadership": International University Carnival on E-Learning 2019 (IUCEL 19), UNIMAS, 2019.	Universiti Malaysia Sarawak (International)
	2019	Bronze Medal	The determinant of Tourist Travel Intention in Malaysia: The Roles of Perceived Risk and Destination Image. Carnival Research & Innovation CRI 2019, Universiti Malaysia Kelantan 2019	Universiti Malaysia Kelantan (University)

ADMINISTRATIVE RESPONSIBILITIES

No	Year	Title	Department
	2020	Interview Panel , Program Ijazah Sarjana Muda Keusahawanan (Pelancongan) mod Industri (3U1i)	Jabatan Pelancongan, Fakulti Hospitaliti, Pelancongan & Kesejahteraan, Universiti Malaysia Kelantan
	2019	Proofreader Kertas Empirikal bagi Projek Penyelidikan Tahun Akhir di Fakulti Hospitaliti, Pelancongan & Kesejahteraan, Universiti Malaysia Kelantan	Jabatan Pelancongan, Fakulti Hospitaliti, Pelancongan & Kesejahteraan, Universiti Malaysia Kelantan
	2019	Commitee member , UMK Inbound Mobility Programme 2019 : International Student Mobiliy Programme frim University of Bengkulu Indonesia-Introducing Foods and Cultures & Crafting : Making Terrarium	University of Bengkulu Indonesia
	2014	Pegawai Pengiring bagi Lawatan Keusahawanan pelajar tahun 2, Program Ijazah Sarjana Muda Keusahawanan (Pelancongan)	Fakulti Keusahawanan & Perniagaan, Universiti Malaysia Kelantan

PROFESSIONAL MEMBERSHIPS/ AFFILIATIONS/LICENSE

Name of Membership	Position	Certificate No	Date/Duration
Malaysian Association Wellness Trainers (MAWT)	Member	0045	Lifetime
Persatuan Pelajar Malaysia Queensland (PPMQ)	Member	-	2015-2020
Persatuan Alumni University of Queensland, Australia	Member	-	Lifetime
Persatuan Alumni Universiti Teknologi MARA	Member	-	Lifetime
Persatuan Akademik UMK (Pros)	Member	-	2016-Current
Persatuan Alumni University of South Florida, United States	Member	-	Lifetime
Institute for Engineering Research and Publication	Member	PM26709538	2020

CONFERENCES AND TRAINING

A. CONFERENCES

Date/Year	Name of Courses/ Seminar	Venue
2008	Attending “Kursus Asas Keusahawanan”	Universiti Teknologi MARA Sabah
16 April 2012	Forum & Innovation Exhibition 2012	Shah Alam Convention Centre (SACC)
26-28 June 2012	Melaka International Heritage Conference 2012 & 5 th Tourism Outlook	Holiday Inn Melaka, Malaysia
22-24 September 2012	Melaka International Homestay Seminar Ke-2 2012	Melaka International Trade Centre (MITC)
5-6 December 2012	1st International Islamic Tourism Standard Conference	PWTC Kuala Lumpur, Malaysia
2-3 September 2013	International Hospitality & Tourism Postgraduate Conference 2013	Shah Alam, Selangor

2014	3rd International Seminar on Entrepreneurship and Business	Kelantan
2015	4th International Seminar on Entrepreneurship and Business	Penang
2017	CuC International Conference Ho Chi Minh	University of Economic Ho Chi Minh, Vietnam
2018	Research Students' Colloquium	University of Queensland, Australia
November 2018	4th International Hospitality & Tourism Conference 2018 (IHTC)	Kuala Lumpur
February 2019	International Conference on Islamic Research in Management, Education, Social Science & Technology (ICIRMEST 2019)	Tanjung Malim, Perak
March 2019	International Conference on Entrepreneurship, Management, Education, Social Science & Technology (ICEMEST 2019)	Tanjung Malim, Perak
April 2019	3rd International Conference on Business, Economics & Finance (ICBEF 2019)	Johor Bharu, Johor
5 July 2019	2nd International Conference on Applied Sciences & Engineering	Hotel Cosmos, Moscow, Russia
25-28 August 2019	World Tourism Conference 2019, Malaysia	Shangri-La, Kuala Lumpur
19-20 March 2020	1 st International Conference on Recent Advancements in Technological Evolution (i-CREATE-2020)	Maulana Mukhtar Ahmad Nadvi Technical Campus, Mumbai, India
14 June 2020	International Conference on Changing Scenario of Management, Science & Technology	Montenegro, India

B. TRAINING ATTENDED

Date/Year	Name of Training	Venue
2020	Kursus Pengendalian Makanan	Latihan secara dalam talian (Online) semasa tempoh perintah kawalan pergerakan (PKP)
2020	Personality Development & Winning Attitude	Webinar
2020	Technology Based Teaching in Classroom	Webinar
2020	Cyber virus that took his path with Corona Virus- A disaster journey of	Webinar

	Malicious Malware in Asean countries	
2020	Transformation of Business Operations using Industry 4.0 technologies	Webinar
2020	General Awareness to the Educators & Institutions-Insights of National Education Polity-2020	Webinar
2017	Partial Least Square Workshop	University of Queensland, Australia
2016	Academic Writing Seminar 2016	University of Queensland, Australia
2016	Qualitative Research Method Using Atlasti Workshop	Bangi, Selangor
2014	Kursus Methodology	Universiti Malaysia Kelantan
2014	Kursus Biro Tatanegara	Kem BTN Kuala Lumpur

RESEARCH INTEREST

1. Tourism & Hospitality Management
2. Entrepreneurship
3. Event Management
4. Disaster and Crisis
5. Safety and Security
6. Travel and Tours
7. Management
8. Destination Image
9. Perceived Risk
10. Consumer Behaviour
11. Culture and Heritage Tourism
12. Tourism Technology

LANGUAGES AND SKILLS

1. Proficient in both oral and written Malay and English
2. Proficient a little bit in oral and written Arabic
3. Communication and presentation and leadership skills
4. Basic knowledge of:
 - a) Microsoft Office Words
 - b) Microsoft Power Point Presentation
 - c) Microsoft Excel
 - d) Adobe Photoshop
 - e) Adobe Illustrator
 - f) SMART-PLS
 - g) IBM SPSS

REFERENCES

1. **Associate Professor Dr. Mohammad Bin Ismail**
Associate Professor,
Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan
Phone: 019-9544900
Email: mohammad.i@umk.edu.my
2. **Dr. Roslizawati Che Aziz**
Senior Lecturer
Faculty of Hospitality, Tourism & Wellness
Universiti Malaysia Kelantan
Phone: 09-7717157
Email: roslizawati@umk.edu.my
3. **Mr. Boyd Sun Fatt**
Senior Lecturer,
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA Sabah
Phone: 019-8125859 / 088-325151
Email: boyds156@uitm.edu.my
4. **Mr. Mohd Noor Ismawi Bin Ismail**
Senior Lecturer,
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA
Phone: 017-3794229 / 03-55445697
Email: ismawi@uitm.edu.my