

CURRICULUM VITAE

DR. MOHD RAZIFF JAMALUDDIN (RAZIF)

Deputy Dean (Research and Industry Linkages)
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA (UiTM)
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A. EDUCATION

- Ph.D., Universiti Teknologi MARA (2017) – Major in Branding, Hospitality, Structural Equation Modelling (*Dissertation Title: “The Interlinkage of Brand Image and the Combined Effect toward Satisfaction, Trust and Brand Loyalty”*)
- Master in Business Administration, Universiti Teknologi MARA (2006); Major – Finance in Hospitality Management
- Bachelor in Business Administration (Hons)., Universiti Teknologi MARA (2003); Major – Finance
- Diploma in Business Studies, Universiti Teknologi MARA (2001)

B. EMPLOYMENT/TITLES

ACTIVE ROLES

- **Deputy Dean (Research and Industry Linkages)**, Faculty of Hotel and Tourism Management, UiTM; September 2016 – Present
- **Acting Chairman**, Research Committee, Faculty of Hotel and Tourism Management, UiTM; September 2016 – Present
- **Member**, Ethics Committee; Universiti Teknologi MARA; September 2016 – Present.
- **Member**, Excellence Research Entity; Universiti Teknologi MARA; September 2016 – Present.
- **Member**, Academic Committee, Faculty of Hotel and Tourism Management, UiTM; Januari 2017 - 2020
- **Member**, Research Planning Committee, UiTM; September 2016 – Present
- **Member**, Human Resource Committee and Development; Faculty of Hotel and Tourism Management; 2016 – Present

PAST APPOINTMENT

- **Strategic Planning Coordinator**, Faculty of Hotel and Tourism Management, UiTM; Apr 2012 – September 2016
- **Internal Auditor**, Faculty of Hotel and Tourism Management, UiTM; November 2009 – September 2016
- **Practical Training Coordinator**, Faculty of Hotel and Tourism Management, UiTM; June 2008 – May 2010
- **Club Advisor**, Student of Hotel and Catering Association, Faculty of Hotel and Tourism Management, UiTM; July 2007 – June 2009

C. JOURNAL PUBLICATION

- **Jamaluddin**, M.R., Radzi, S.M. & Hashim, R., “THE ASSOCIATION OF FIVE-STAR HOTEL EXPERIENTIAL VALUE WITH SATISFACTION AND TRUST.” *World Applied Science Journal* 35 (Service Experience and Innovation in Hospitality and Tourism), vol. 17, issue 35, pp. 47 – 55.
- **Jamaluddin**, M.R., Radzi, S.M., & Hadi, H.A., “THE MEDIATING EFFECT OF TRUST IN BRAND SOCIAL RESPONSIBILITY AND BRAND LOYALTY RELATIONSHIP.” *Advance Science Letter*, vol. 23, no. 11, Nov.2017, pp. 10799 – 10802.
- **Jamaluddin**, M.R., Hadi., H.A., Radzi, S.M., & Hemdi, M.A. “IDENTIFYING GREEN PRACTICES MEASURES THROUGH FORMATIVE CONSTRUCT.” *Advance Science Letter* vol. 23, no. 11, Nov.2017, pp. 10765 – 10768.
- Zahari, M.S.M., **Jamaluddin**, M.R., Hanafiah, M.H.M., Zulkifly, M.I. & Othman, Z. “DECLINING INTEREST OF HOSPITALITY STUDENTS TOWARD CAREER IN HOTEL INDUSTRY: WHO’S TO BE BLAMED?” *Interdisciplinary Journal of Contemporary Research in Business*, vol. 2 (7). [2010].
- Zahari, M.S.M., **Jamaluddin**, M.R., Yusoff, N.M., Radzi, M.S. & Othman, Z. “EMPLOYABILITY OF THE HEARING IMPAIRED GRADUATES IN MALAYSIA HOSPITALITY INDUSTRY.” *World Applied Science Journal*, vol. 10. [2010].
- Hanafiah, M.H.M., Ismail, H., **Jamaluddin**, M.R., Zulkifly, M.I. & Othman, Z. “MALAYSIAN TOURISTS MOTIVATION TOWARDS OUTBOUND TOURISM.” *Journal of Hospitality, Tourism and Culinary Arts*, vol. 2 (1). [2010].
- Hanafiah, M.H.M., **Jamaluddin**, M.R. & Harun, M.F.M. “BILATERAL TRADE AND TOURISM DEMAND.” *World Applied Science Journal*, vol. 10. [2010].
- Hanafiah, M.H.M., Ismail, H., **Jamaluddin**, M.R., Salehuddin, M.S.M. & Zulkifly, M.I. “ESTIMATING TOURISM DEMAND IN MALAYSIA.” *An International Journal on Travel and Tourism*, vol. 10(2). [2009].
- Radzi, S.M., **Jamaluddin**, M.R. & Zahari, M.S.M. “EMPIRICAL ASSESSMENT AND STRUCTURE OF 3-STAR HOTELS IN MALAYSIA.” *TEAM Journal of Hospitality & Tourism*, vol. 4(1). [2007].

D. CONFERENCE PROCEEDINGS

- **Jamaluddin**, M.R., Riyadi, A., "THE PROGRESS OF SAFETY AND SECURITY IN THE TOURISM MARKET: A CASE STUDY OF CHINA VS. ASEAN," 2018 China-ASEAN Tourism Safety and Security Summit, Xiamen, CHINA. [July, 2018].
- Riyadi, A., **Jamaluddin**, M.R., "ONE BELT ONE ROAD: THE OPPORTUNITIES AND CHALLENGES FOR ASEAN," 2018 China-ASEAN Tourism Safety and Security Summit, Xiamen, CHINA. [July, 2018].
- **Jamaluddin**, M.R., Riyadi, A., "ASSESSING DESTINATION BRANDING AND HOTEL PERFORMANCE OF THE SOUTH EAST ASIA MARKET." 2nd International Conference on Tourism, Gastronomy, and Tourist Destination (ICTGTD2018), Jakarta, Indonesia. [January, 2018]. (*Best Paper Award*)
- **Jamaluddin**, M.R., Jitpakdee, R. & Zamri, M.T. "THE BENEFITS OF COLLABORATIVE SUMMER PROGRAM TOWARDS UPLIFTING STUDENT'S SKILLS." Proceedings of WMS Management Research National Conference: Creativity's Value and Innovation, Nakhon Si Thammarat. [May, 2017]. (*Best Paper Award*)
- Hassim, M.N.H. & **Jamaluddin**, M.R. "THE RELATIONSHIP BETWEEN GREEN PRACTICE AND GREEN TRUST OF THE FIVE-STAR HOTEL SEGMENT." Heritage, Culture and Society: Research Agenda and Best Practices in the Hospitality and Tourism Industry, International Hospitality and Tourism Conference, Universitas Pendidikan Indonesia, Bandung. [October, 2016]. (*Runner-up Best Paper*)
- Hassim, M.N.H. & **Jamaluddin**, M.R. "GUEST ORIENTATION TOWARDS GREEN AND THE EFFECT TOWARDS BRAND LOYALTY AND FUTURE ENVIRONMENTAL BEHAVIOR IN THE FIVE-STAR HOTEL." International Postgraduate Conference on Global Green Issues. [September, 2015].
- **Jamaluddin**, M.R. Hassim, M.N.H. "GUEST ORIENTATION TOWARDS GREEN AND THE EFFECT TOWARDS BRAND LOYALTY AND FUTURE ENVIRONMENTAL BEHAVIOR IN THE FIVE-STAR HOTEL SEGMENT." Hospitality and Tourism Conference, Melaka, Malaysia. [September, 2015].
- Hafiz, M., Aminuddin, N., **Jamaluddin**, M.R. & Ismail, M.N.I. "WHY MALAYSIAN OPT OUT DOMESTIC HOLIDAYS FOR TRIPS ABROAD." Theory and Practice in Hospitality and Tourism Research, International Hospitality and Tourism Conference, Penang, Malaysia. [September, 2014].
- Hafiz, M., **Jamaluddin**, M.R., Zulkifly, M.I. & Othman, Z. "EXPLORING RESPONSIBLE TOURISM DEVELOPMENT FACET." Theory and Practice in Hospitality and Tourism Research, International Hospitality and Tourism Conference, Penang, Malaysia. [September, 2014].
- Zulkifly, M.I. Zahari, M.S.M., Hafiz, M. & **Jamaluddin**, M.R. "THE INTEGRATION OF TECHNOLOGY READINESS AND CUSTOMER PERCEIVED VALUE IN TABLET-BASED MENU ORDERING EXPERIENCE." Theory and Practice in Hospitality and Tourism Research, International Hospitality and Tourism Conference, Penang, Malaysia. [September, 2014].

- **Jamaluddin**, M.R., Radzi, M.S. & Hashim, R. "THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY, SATISFACTION AND TRUST IN THE FIVE-STAR HOTEL SEGMENT." National Research and Innovation Conference for Graduate Students in Social Sciences. Port Dickson, Malaysia. [December, 2014].
- **Jamaluddin**, M.R., Hanafiah, M.H.M. & Zulkifly, M.I. "CUSTOMER-BASED PSYCHOLOGY BRANDING." Center for Environment-Behavior Studies, London, UK. [September, 2013].
- Hanafiah, M.H., Abas, S.A., **Jamaluddin**, M.R. & Zulkifly, M.I. "LOCAL COMMUNITY OUTLOOK ON TOURISM DEVELOPMENT IN TIOMAN ISLAND." Hospitality and Tourism: Synergizing Creativity and Innovation in Research, International Hospitality and Tourism Conference, Shah Alam, Malaysia. [September, 2013].
- Ahmad, M.A. **Jamaluddin**, M.R., Alias, M.A. & Jalil, A.Q.A. "DESTINATION ATTRACTIVENESS OF A THEME PARK: A CASE STUDY IN MALAYSIA." Synergizing Creativity and Innovation in Research, International Hospitality and Tourism Conference, Shah Alam, Malaysia. [September, 2013].
- Shamsudin, N.S., **Jamaluddin**, M.R., Ahmad, N.A. & Dason, M.D. "DESTINATION ATTRACTIVENESS OF OUTLET MALL IN MALAYSIA." Synergizing Creativity and Innovation in Research, International Hospitality and Tourism Conference, Shah Alam, Malaysia. [September, 2013].
- **Jamaluddin**, M.R., Hamzah, H. & Maskor, N.H. "TANGIBLE BENEFITS OF GREEN BRANDING." Synergizing Creativity and Innovation in Research, International Hospitality and Tourism Conference, Shah Alam, Malaysia. [September, 2013].
- Zulkifly, M.I., Salleh, M.M. Hanafiah, M.H.M. & **Jamaluddin**, M.R. "ASSESSING KNOWLEDGE, ATTITUDE AND PRACTICE ON FOOD SAFETY AMONG FOOD HANDLERS IN UNIVERSITI TEKNOLOGI MARA, SHAH ALAM." Synergizing Creativity and Innovation in Research, International Hospitality and Tourism Conference, Shah Alam, Malaysia. [September, 2013].
- Napiyah, F.M., Zulkifly, M.I., **Jamaluddin**, M.R. & Hanafiah, M.H.M. "STRATEGIES IN EMBEDDING HOSPITALITY STUDENTS EMPLOYABILITY SKILLS AND EMPLOYABILITY LEVEL." Current Issues in Hospitality and Tourism: Research and Innovation, International Hospitality and Tourism Conference, Kuala Lumpur, Malaysia. [September, 2012].
- **Jamaluddin**, M.R., Hashim, R. & Hanafiah, M.H.M. "SERVICE FAILURE AND SERVICE RECOVERY: A CASE OF THREE-STAR HOTEL SEGMENT IN MALAYSIA." QUIS 12, Center for Hospitality Research, School of Hotel Administration, Cornell University, USA. [Jun, 2011].
- **Jamaluddin**, M.R., Hashim, R. & Hanafiah, M.H.M. "PRESERVING IN FIVE-STAR HOTEL SEGMENT." QUIS 12, Center for Hospitality Research, School of Hotel Administration, Cornell University, USA. [Jun, 2011].
- Hanafiah, M.H.M., **Jamaluddin**, M.R. & Harun, M.F.M. "TRADE AND TOURISM DEMAND: A CASE OF MALAYSIA." International Economics Development and Research Center, Kuala Lumpur, Malaysia. [November, 2010].

- **Jamaluddin**, M.R., Hanafiah, M.H.M. Hashim, R. & Zahari, M.S.M. "PERFORMANCE EVALUATION OF ONLINE DISCUSSION," 2010 International Conference on Science and Social Research, Kuala Lumpur, Malaysia. [October, 2010].
- Abdullah, D., Radzi, S.M. **Jamaluddin**, M.R. & Patah, M.O.R.A. "HOTEL WEBSITE EVALUATION AND BUSINESS TRAVELER'S PREFERENCES." IEEE, Shanghai, China. [June, 2010].
- **Jamaluddin**, M.R., Zulkifly, M.I., Hanafiah, M.H.M, Radzi, S.M. & Noor, A.M. "PROMOTING E-COMMERCE THROUGH E-LEARNING." IACSIT Conference, Serdang, Malaysia. [May, 2010].
- Zahari, M.S.M., **Jamaluddin**, M.R., Patah, M.O.R.A., Othman, Z. & Muhammad, R. "MODERNIZATION AND ETHNIC FESTIVAL FOOD." Global Research Agency, Kuching, Malaysia. [March, 2010].
- Hanafiah, M.H.M., Ismail, H., **Jamaluddin**, M.R. & Zulkifly, M.I. "A STUDY ON MALAYSIAN TOURISMS MOTIVATION TOWARDS OUTBOUND TOURISM." Asia Pacific Tourism Association, Incheon, Korea. [July, 2009].
- Hanafiah, M.H.M., **Jamaluddin**, M.R., Zahari, M.S.M., Radzi, M.S. & Othman, Z. "ESTIMATING TOURISM DEMAND IN MALAYSIA." Colloquium in Postgraduate Research, Subang, Malaysia. [June, 2008].
- Radzi, S.M., Zahari, M.S.M., **Jamaluddin**, M.R. & Othman, Z. "EMPIRICAL ASSESSMENT OF BUSINESS STRATEGY AND STRUCTURE RELATIONSHIP OF THREE-STAR HOTEL IN MALAYSIA." TEAM Conference, Penang, Malaysia. [August, 2007].

E. BOOK/CHAPTER IN BOOK

- Hashim, R., Hanafiah, M.H.M. & **Jamaluddin**, M.R. POSITIONING AND BRANDING TOURISM DESTINATIONS FOR GLOBAL COMPETITIVENESS; IGI Global, Hershey PA USA, ISBN: 9781522572534 (Hardcover) 9781522572541 (eBook) [2019].
- Sulaiman, M., **Jamaluddin**, M.R., Abdullah, N.C., Awang, A.R., Taha, R.M. & Hamid, Z. "ASAS PENGURUSAN INAP DESA DI MALAYSIA." Dewan Bahasa dan Pustaka, Malaysia. ISBN: 978-983-46-1982-4 [2017]. (*Translation – "The Fundamental of Managing Homestay"*)
- Hanafiah, M.H.M., Ismail, H., **Jamaluddin**, M.R. & Zulkifly, M.I. Malaysia "TOURISTS: PREFERENCES TOWARDS OUTBOUND TOURISM." UiTM Press. ISBN: 978-967-363-093-6 [2010].
- **Jamaluddin**, M.R., Radzi, S.M. & Ahmat, N.C. "OPERATIONAL BUDGETING PRACTICES IN HOTEL INDUSTRY." (Hospitality Kaleidoscope: Current Issues and Perspectives: Chapter in Book) UiTM Press. ISBN: 978-967-363-094-3 [2010].
- **Jamaluddin**, M.R., Chang, F.S. & Ismail, F. "YIELD MANAGEMENT PRACTICES IN HOTEL INDUSTRY." Current Issues and Perspectives: Chapter in Book) UiTM Press. ISBN: 978-967-363-094-3 [2010].

F. EDITORIAL/REVIEWER

- **Reviewer**, Melaka Islamic Hospitality and Tourism Conference 2018 (MIHOTc2018)
- **Reviewer**, Academy of Strategic Management Journal, Allied Publication. 2018 - Present
- **Reviewer**, Conservation and Promotion of Heritage Tourism, Book Chapter, IGI Global [In press, Expected Publication 2019].
- **Editor**, International Journal of Hospitality and Tourism Conference 2018, Kuala Lumpur; [January - October 2018].
- **Editor**, Positioning and Branding Tourism Destinations for Global Competitiveness; IGI Global [Mac 2018 – October 2018].
- **Reviewer**, International Journal of Hospitality Management, Elsevier. 2017 – Present.
- **Reviewer**, 2nd International Conference on Information in Business and Management (i2bm2017)
- **Reviewer**, International Conference on Education (ICOED2017)
- **Reviewer**, Journal of Hospitality, Tourism and Culinary Arts. 2008 – Present
- **Reviewer**, International Hospitality and Tourism Conference. Scopus Preceedings. 2012 – Present
- **Reviewer**, Hospitality and Tourism Conference. 2013 – Present
- **Editor**, Proceedings International Food and Tourism Invention, Innovation and Creativity (IFaTIIC2016)
- **Reviewer**, International Conference on Education (ICOED2016)
- **Reviewer**, The 2nd International Colloquium of Art and Design Education Research (iCADER2015)
- **Reviewer**, IEEE Symposium on Humanities, Science and Engineering Research (SHUSER2013)
- **Reviewer**, IEEE Symposium on Business, Engineering and Industrial Application (ISBEIA2013)
- **Reviewer**, IEEE Symposium on Computers and Informatics (ISCI2013)
- **Reviewer**, IEEE Colloquium on Humanities, Science and Engineering Research (CHUSER2012)
- **Reviewer**, IEEE Symposium on Business, Engineering and Industrial Application (ISBEIA2012)
- **Reviewer**, IEEE Symposium on Wireless technology and Applications (ISWTA2012)
- **Reviewer**, IEEE Symposium on Humanities, Science and Engineering Research (SHUSER2011)
- **Reviewer**, IEEE Colloquium on Humanities, Science and Engineering Research (CHUSER2011)
- **Reviewer**, IEEE Symposium on Business, Engineering and Industrial Application (ISBEIA2011)
- **Reviewer**, International Conference on Social Science Research (CSSR2010)

- **Reviewer**, International Conference on Business Engineering and Industrial Applications (ICBEIA2011)

G. KEYNOTE/GUEST SPEAKER

- **Guest Speaker**, *“Challenges in Matching Social Responsibility Practice: Industry Practitioners and Guest Standpoint,”* International Conference on Hospitality 4.0 and Robotics for Sustainable Tourism Industry, Bogor INDONESIA (July 2019)
- **Guest Speaker**, *“The Significance of Social Responsibility from the Luxury Hotel Guest’s Standpoint,”* Seberang Perai International Conference on Ecotourism and Conservation Efforts 2018, Penang MALAYSIA (2018)
- **Guest Speaker**, *“The Progress of Safety and Security in the Tourism Market: A Case Study of China vs. ASEAN,”* 2018 China-ASEAN Tourism Safety and Security Summit, Xiamen, CHINA (2018)
- **Guest Lecture**, *“The Evolution of Branding in Hospitality and Tourism,”* Imus Institute of Science and Technology, Cavite, PHILIPPINES (2018).
- **Guest Lecture**, *“Research Methodology and Analysis in the Hospitality Research,”* Universitas Pendidikan Indonesia, Bandung, INDONESIA (2017)

H. GRANT & CONSULTATION

- Principal Researcher. *“Developing Langkawi as a Luxury Tourist Destination.”* Fundamental Research Grant Scheme, Ministry of Higher Education Malaysia. Grant Value **RM61,000**. Awarded in 2019.
- Member. *“Responsible Tourism Practices and Socioeconomic Well-being of Malaysian Homestay Operators.”* BESTARI Grant, Universiti Teknologi MARA. Grant Value **RM50,000**. Expected completion September 2019.
- Principal Training Consultant for Property Management Division, Prime Minister Office. Completed in 2018. Total Cost **RM8,450**
- Principal Consultant for Survey and Operational Improvement Program for PLUS Expressway in 2018. Total grant value **RM275,000**
- Principal Consultant for Special Academic Session for Walailak University in 2017. Total grant value **RM285,000**.
- Member. *“Green Tangibility of Five-star Hotel Branding.”* Research Acculturation Grant Scheme, Universiti Teknologi MARA. Grant Value **RM50,000**. Completed in 2017.
- Member, *“Adoptation of Responsible Tourism Practice in Pangkor Island.”* Fundamental Research Grant Scheme, Ministry of Higher Education Malaysia. Grant Value **RM70,000**. Completed in 2015.
- Principal Consultant/Member for Survey on Attendance and Rating for Malaysian Ministry of Tourism and Culture (MOTAC) from 2011 – 2017. **14 projects** with the total grant value of **RM600,000**. [Projects include Citrawarna Malaysia, Malaysia Shoe Festival, 1Malaysia Food Festival, Floral Boat Parade Putrajaya, 1Malaysia Dance Festival, Langkawi International Maritime and Aerospace Carnival, Lantern Festival, Visit Malaysia Year Carnival]

- Principal Consultant for Event Survey for Malaysia Convention and Exhibition Bureau (MyCEB) from 2011 – 2016. **7 projects** with the total grant value of **RM300,000**. [*Projects include ATP500 Malaysia Open, International Federation Muay Thai, Ironman 70.3 Putrajaya, Ironman Langkawi, Malaysia International Tourism Exchange, India International Festival Award Kuala Lumpur*]
- Consultant for Homestay Program for Malaysian Ministry of Rural Development and Regional from 2008 - 2010. **18 projects** with the total grant value of **RM400,000**. [*Module include Housekeeping, Front Office, Cost Control, Book Keeping, Marketing*]
- Consultant for Budget Hotel Survey for Malaysia Budget Hotel Association (MBHA) in 2009. **2 projects** with the total grant of **RM185,000**.

I. AWARD

- Universiti Teknologi MARA **Emerging Researcher Award (WINNER)**, 2015
- Faculty of Hotel and Tourism Management UiTM Best Researcher (FINALIST), 2015
- Faculty of Hotel and Tourism Management UiTM Best Young Academician (FINALIST), 2015
- Silver Award (One Stop Directory Learning), National University Carnival on e-Learning 2014 (NUCeL2014)
- Gold Award (Airport Wedding Package), Invention, Innovation and Design Expo 2013 (iidex2013)

J. POSTGRADUATE SUPERVISOR (BY RESEARCH)

- **Main Supervisor**, Mohd Nabil Hanif Hassim, "The Association of Green Brand toward Trust and Future Environmental Behavior in the Five-Star Hotel Segment," [*Master by Research*], Expected Year of Graduation: 2018.

K. MEMBERSHIP

- **Professional Member**, Asia Pacific Institute of Professional Event Management (APIEM) since 2018
- **Member & Co-Founder**, China-ASEAN Tourism Safety and Security Cooperation Research Alliance since 2018
- **Member**, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), 2018
- **Member**, Tourism Educators Association of Malaysia (TEAM) since 2007.

L. RESEARCH AFFILIATION

- Google Scholar
<https://scholar.google.com/citations?user=jhCbNy0AAAAJ&hl=en>
- Research Gate - https://www.researchgate.net/profile/Mohd_Jamaluddin2
- Scopus ID – 36350946000
- ORCID - <https://orcid.org/0000-0001-8585-3771>

- Researcher ID - E-1765-2017

M. RESEARCH INTERESTS

- Luxury Branding
- Hospitality Consumer Behavior
- The Evolution of Destination Branding
- Event Management and Rating
- Safety and Security for Tourism Destination
- The Integration of Macro and Micro Tourism

N. EVENT ASSIGNMENT

- **Head of Marketing**, *International Hospitality and Tourism Conference* (2018, 2016, 2014); organized by Faculty of Hotel and Tourism Management, Universiti Teknologi MARA [*Scopus Index – 2014,2016; ERA Index – 2018*]
- **Chairman**, *50 years Alumni Dinner (2018)* Faculty of Hotel and Tourism Management, Universiti Teknologi MARA at Intekma Resort and Convention.
- **Floor Manager**, *2018 Alumni Dinner of Old Georgian Association* at Royale Chulan Seremban.
- **Head of Finance**, *International Hospitality and Tourism Conference (2012)*; organized by Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
- **Vice-Chairman**, *International Hospitality and Tourism Postgraduate Conference (2015)*; organized by Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
- **Committee for Publication**, *2007 Tourism Outlook Conference*; organized by Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
- **Committee for Publication**, *Hospitality Forum 2007*; organized by Faculty of Hotel and Tourism Management, Universiti Teknologi MARA.

O. EXPERTISE

- **Judge**, “*2018 Invention, Innovation & Design Exposition (IIDEX)*” organized by Research Management Institute, UiTM, venue - Dewan Agong Tuanku Canselor, Universiti Teknologi MARA, Shah Alam, MALAYSIA;
- **Judge**, “*2018 Asia Innovation Show*” organized by Universiti Teknologi MARA Penang; venue - Gurney Paragon Mall, Penang, MALAYSIA,

P. SPECIAL ROLE IN NGO

- **Committee Member** (Food and Retail Business) – UiTM Book Cooperative, appointed January 2019 – present.
- **EXCO Member**, Tourism Educators Association of Malaysia (TEAM), appointed for 2018 – 2020.
- **EXCO Member**, Old Georgian Association (Alumni of High School, Sekolah Menengah King George V), appointed for 2018 – 2020.