

CURRICULUM VITAE



1. Name

Dr. Mohhidin bin Othman

2. Identity Card Number:

590613-02-5167

3. Date of Birth:

13-06-1959.

4. Telephone Number:

Mobile: 017-2373824. Email:mohhidin@gmail.com

5. Educational background:

Ph.D

University of Strathclyde, Glasgow, Scotland, United Kingdom
2002-2005

Post Graduate Certificate in Research Methodology

School of Business, University of Strathclyde, Glasgow, United Kingdom.
2003

Master of Science in Hotel and Food Service Management

Florida International University, Miami, Florida 33199 USA.
1987 to 1988.

Bachelor of Science (Hotel and Restaurant Management), Cum Laude.

Southern New Hampshire University, Manchester, NH 03102, USA.
1985 to 1986.

Diploma in Chef Training.

Universiti Teknologi MARA, 40450 Shah Alam, Selangor D.E.
1980 to 1983.

A three year course combining professional and academic training with internships at various international hotels in Malaysia. Curriculum emphasized Food Service Administration.

Certificate in Hotel and Restaurant Services.

Universiti Teknologi MARA, 40450 Shah Alam, Selangor D.E. 1977.
Major emphasis was placed on Front Office Administration.

Servsafe Certification by National Restaurant Association, USA. 2010.

6. Working Experience (month/year)

February 2020 - Present

Consultant, NH Strategic Resources, Kuala Lumpur.

August 2017 to June 2019 (Retired from government service)

Deputy Dean, Development and Networking Division, Faculty of Food Science and Technology, UPM

February 2011 to June 2019

Associate Professor, Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia

January 2008 to January 2011

Senior Lecturer, Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia.

August 1997 to December 2007

Lecturer, Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia.

Lecturing Food Service Management, Introduction to Commercial Food Production, Restaurant Management, Food Service Design & Layouts and Purchasing and Menu Planning. Coordinate Industrial Training for Food Service undergraduates.

Coordinating the Bakery Unit, organized short courses related to Baking and Cake Making and Restaurant Management. Lab manager for Food Studies programme.

March 1997 to July 1997.

Consultant, Hotel and Tourism Academy- ITTAR Petaling Jaya .

Lecturing at Hotel and Tourism Academy- ITTAR Petaling Jaya formerly known as NPC Institute of Hotel Management. Taught Practical Cooking, Food and Beverage Management, Food and Beverage Control, Theory of Foods, Kitchen Management, Methods of Cooking, Purchasing and Storing.

November 1991 to February 1997.

Consultant, Malaysia Productivity Corporation, Institute of Hotel Management.

Lecturing at MPC Institute of Hotel Management. Taught Practical Cooking, Food and Beverage Management, Food and Beverage Control, Theory of Foods, Kitchen Management, Methods of Cooking, Purchasing Management and other Hotel Management courses.

Also research and developed curriculum for Institute's programmes.

Provide consultancy services to hospitality related organizations, such as hotel, restaurants, cafeterias.

Provide Bumiputra entrepreneurial trainings, such as Restaurant Management in collaboration with MARA, KEDA and MRSM. Quality Improvement program in Food Service for Harris Advance Technology and PLUS (Projek Lebuhraya Utara Selatan).

Students Administration: Act as Diploma in Hotel Management programme's coordinator.

Provide students counseling, career guidance counseling and students admissions and records.

February 1989 to October 1991.

Training and Teaching: As an **Advisor** to the vocational school's program implemented by MRCS for VBP in SBTC in the area of Food Service/ Catering.

As **Acting Orientation Coordinator** for the Resettlement Programme (REP), one year prevocation and English as a Second Language programme for Vietnamese Boat People implemented by Malaysian Red Crescent Society. In addition, conducted training with individuals from Western and Middle Eastern cultures.

As **Senior Vocational Instructor** for REP, taught up to twenty hours a week of Food Service, a two hours a week of Cultural Orientation classes; developed and wrote/compiled the REP Food

Service Curriculum Guide; consulted with other Food Service instructor on activity trainings and all areas of curriculum content.

November 1983 to October 1984.

Catering Supervisor.

As Catering Supervisor for Din's Trading's Off Shore Division, was responsible for purchasing, inventory control, three meals a day menu and food preparation for over 200 pax, maintaining health standards, as well as the supervision and evaluation of twenty employees.

August 1983 to October 1983.

Assistant Cook.

As an Assistant Cook for the FIMA Rantei Restaurant , prepared Japanese Cuisine under the supervision of a Japanese Chef; assisted with purchase orders, inventory control, and the maintenance of hygiene standards.

INTERNSHIPS

Rasa Sayang Hotel, Batu Feringhi, Penang, Malaysia.

December 1981 to December 1982. As an intern, gained practical working experience in the following departments: Kitchen, Food and Beverage Control, Store and Purchasing.

Holiday Inn Hotel, Batu Feringhi, Penang, Malaysia.

December 1980 to May 1981. As an intern acquired practical working experience in the following departments: Kitchen, Food and Beverage Control, Store and Purchasing.

Merlin Hotel, Kuala Lumpur.

April 1977 to May 1977.

Worked Front Office Reception.

7. Teaching activities:

1997 to 2001

FST 3503 (2+2): Basic quantity food production

PMK3503 (2+1): Basic quantity food production

FST 3505 (2+1): Food service design and layouts

FST/PMK 3504: Purchasing and menu planning

FST 3509 (3+0): Restaurant management

FST 4313: (0+6): Special Topic

2005 to 2007

PMK 3503 Basic quantity food production, Practical class: Semester 1 2005.

Second semester 2005/2006

1.PMK 3503 (2+1): Basic quantity food production (Theory and practical).

2. First semester 2006/2007

3.PMK 3503 (2+1) Basic quantity food production (Theory and practical).

4.FSM 3002 (3+0) Basic theory in quantity food production

Second semester 2006/2007

PMK 4512 (3+0) Human Relations in Food Service

PMK 4513 (0+1) Special Topic

PMK 3006 (3+0) Menu planning and development

FSM 4802 Research Methodology in Food Studies

FSM 4002 Experimental Food

FSM 4601 Strategic Management for Food Industry

FSM 3302 (3+0) Basic Theory in food preparation
FSM 5601 Service Quality and Customer Relationship Management (Graduate Course)
FSM 4999A & B Final Year Project
FSM 3302 Theory in Basic Food Preparation
FSM 3005 Design and Layouts of Food Service Facilities.
FSM 4504 Design and Layout of Food Service Infrastructure.
FSM 4607 Strategic Management for Food Service Industry.

8. Post-graduate Supervision:

i. Master Students:

Chairman: Master of Science:

1. Chua Bee Lia, GS 18097 (Servicescape) Completed.
2. Foo Lee Yen GS 20106 (DEA) Completed
3. Bahar Goodarzirad GS 21848 (Restaurant Satisfaction and servicescape) Completed
4. Wan Rusni Wan Ismail GS 23625 (Adolescent's Strategies and Reverse Influence in Family Food Decision Making.) Completed
5. Nadzirah Salehuddin GS 25758 (Innovation in Food Service) Completed.
6. Shadi Delvarani GS (Nutrition labeling in Fast Food Restaurant) Completed
7. Raudatul Jannah binti Mohd Misban GS35933 (Non Muslim preferences of Halal and Non Halal meats.)
8. Nur Nadzirah binti Mohammad Shahid. GS 35541 (Relationship between media literacy and soft drink consumption among adolescent in Klang valley. (Completed)
9. Siti Soleha Abdul Salam – Halal Product Marketing, IPPH. (Completed)
10. Muhammad Aizuddin Mohd Zamrin - GS 40732 Developing and Managing an economically sustainable Mosque Management System: Establishing Lodging and Banqueting Facilities with water and energy efficiency Measures within Modern Mosque Vicinity
11. Tachaini Kandasamy GS42654 (completed)

Developing a Sustainability Business Model for *Mamak* Restaurant in Malaysia

Co-Supervisor:

1. Leong Quee Ling GS 19156 (Completed)
2. Ting Lee Hui GS 19969 (Not completed)
3. Siti Safrina Nasouddin GS24437 Consumers behaviour and Purchase intention of Tengkek Burung (Waiting for Viva)
4. Nurul Ashikin Ismail (GS 29655) Malays Chef's Culinary Practices in Sustaining the traditional Malays Food at hotel in Klang Valley. (Completed)
5. Nasyira binti Mohammad Nashuki (GS30307) A comparison of Determinant on Intention to Leave Versus Intentions to Stay in Casual-Dining Restaurants.(Completed)
6. Nur Hafizah binti Muhammad- GS 30181 Youth Eating Habits on traditional food. (Completed)
7. Faridah Ahmad – (GS34212) Consumer preferences between fast food and casual dining restaurants. (Completed)
8. Rosnani Abd Hamid (Food Safety) GS 35075) The Association between Knowledge, attitudes and Practices among Food Handlers and assessment of Food Courts in Putrajaya (Food Safety) (Completed).
9. Mohamad Ridzuan Mohamad Salleh (GS 35001) The Association between E.Coli preserve in Ready to Eat Food and assessment of Food Courts in Putrajaya.
10. Mohd Firdaus Siau Abdullah (GS 35000) (Food Safety) The Association of Food Handler

Training programme on Knowledge attitude and Practice (KAP) and Assessment of Restaurant in Putrajaya. (Completed)

11. Shafizi Abdul Wahab (GS 35074) (Food Safety) The association between *Staphylococcus Aureus* Presence in Ready to Eat (RTE) and Assessment of Restaurant in Putrajaya. (Completed)

12. Shibana Abdulla Didi (GS31570) Food Safety Risk Perception and Consumer Trust in Different Information Sources and their Purchase Intention of Fresh Chicken.

13. Noor Haslihsa binti Hashim (GS38895) Halal Job among Employees of Food and Beverage Service Sector.

14. Nurul Aqilah binti Ahmad (GS 39152) Human Resources issues in Tourism. (Completed)

15. **Member:** Rozina binti Zainuddin Serving Halal Food in Hospital: Knowledge and Attitude of the Food Handler.

9. PhD students:

Chairman:

1. Shahariah Ibrahim (GS36068) Halal Service Quality,
Institute of Halal Product Research, UPM.

2. Wan Rusni Wan Ismail (GS37370) – Antecedents of Halal Malaysia brand equity based on brand alliance spillover effect and consumer's tolerance analysis. Institute of Halal Product Research, UPM.

3. Foo Lee Yen – (GS37092) SMI Human Resource performance.

FSTM

4. Mahshid Ebrahimian (GS36715) A Study of Passenger Evaluation of Airport Restaurant Service Quality. FSTM.

5. Aziz Yusof (GS43853) Buffet Diners Food Choices and Their Dining Behavior. FSTM.

6. Mohd Aliff Bin Abdul Majid (GS 45311) Development and Validation of Job Satisfaction Instrument for Offshore Catering Crews in Malaysia. FSTM.

7. Wannasiri Wannasupchue (GS) Exploring the readiness of foodservice outlets in Thailand towards establishing Halal Food service systems.

Co-Supervisor:

1.Member: Chong Lee Yee GS 16930 (Completed)
(Faculty of Economics and Management, UPM)

2.Member: Syamsul Herman bin Mohammad Afandi GS 16386 (Completed)
(Faculty of Economics and Management, UPM)

3.Member: Rasiyuddin Hariri GS 19255(Quit)
(Faculty of Educational Studies).

4.Member: Aslinda binti Mohd Shahril@Mohd Sihir GS24739 (The Relationship between Service Guarantees, Empowerment, Employee satisfaction and Service Quality in Four and Five Star Hotels in Malaysia) (Completed)

(Faculty of Economics and Management, UPM)

5.Member: Rozberg Babolian Hendijani GS 26027 (completed)
(Faculty of Food Science and Technology)

6.Member: Jatuporn Khongtong (GS30845) Effect of clean food Good Taste (CFG) Project on Consumer Behaviour Towards Street food in Nakhon Si Thammarat Province, Thailand. (Completed)

7. **Member:** Humairah Hamzah (GS29364) Sustaining the Authenticity of Malay foods as Malaysian Heritage.
8. **Member:** Anis Najiha Ahmad (GS 37637) Measuring Effectiveness of Halal Food Management System (MS 15000;2009) in SME's Food Companies in Malaysia.
9. **Member:** Nasihah binti Naimat (GS40178) Peruntukan undang-undang untuk pengguna menuntut pampasan/gantirugi dalam kes representasi logo halal palsu dan mengelirukan.
10. **Member:** Nashaqilla Norlee binti Rosslee (GS41338) Faktor-faktor Mempengaruhi Tingkahlaku Keselamatan Pengguna dalam Pembelian Suplemen Kesihatan Halal
11. Member: Arnieyantie Abdul Hadi (GS) The Influence of Worklife Stressor on Job Burnout among Hotel Kitchen Staff.

10. Research activities:

Head of research project:

1. Service quality in full service restaurant and fast food restaurants: the external customers' perspective. RM10,000.00 (PLB). Completed.
2. Servescapes failures and associated Recovery Strategies in Food Service establishments. RM57,050.00 (RUGS). Completed.
3. Ongoing research projects:
Adolescent's Perception of Their Influence in family food Consumption Decision.(Completed)
4. Perception and Expectation on Innovation of University Food Service. RM30,000.00. Funding: Brahim Chair. 2010-2012. (Completed)
5. Effect of menu Labelling on Consumers' food Choice in Malaysia fast food restaurants, RUGS Initiative 6, RM7000.00. 2011-2012. (Completed)
6. Developing and Validating Halal Service Quality Instrument for Malaysian food service Establishments, RUGS Initiative 3, RM36,500.00.
7. Identifying Quality, Sensory Characteristics and Consumer Preferences of Halal and non-Halal Chickens amongst The Non-Muslims in Malaysia, GUPM, RM12,400.
8. Developing and Managing an economically sustainable mosque management systems: establishing lodging and banqueting facilities within modern mosque vicinity. (GP-IPB RM60,000).
9. Development and Validation of Job Satisfaction Instrument for Offshore Catering Employees in Malaysia (GP- IPS RM13,900 2017)

Member of the project:

1. The development of service quality instrument: for the betterment of the nation.
2. Sustainable development of national heritage: traditional food and cuisine as tourist attractions-destinations.
3. Acceptability and marketing potential studies on the improved and packaged Semi convenience food products (SCFP). RM160, 600.00.
4. Sustaining of the Authenticity of Malaysian Heritage Food (FRGS) RM 40,000.00
5. Halal Law, Policy and Standard relating to Consumer Products in Malaysia (UPMGrant GP-IPB) RM72,540.00
6. Assessing the functions and linkages of emerging tourism sectors for business value creation and economic impact (UPMGrant GP-IPB) RM600,000.00
7. Sustainable Islamic Tourism: The Arab Tourists' Experience of Malaysian Food (UPMGrant GP-

IPB) 84000.00

8. Consumer's Preference between Fast Food restaurant and Casual Dining restaurant in Klang Valley (UPMGrant GP-IPB) 15,000.00
9. Empowering Community Institution's for Flood preparedness in Sg Kelantan River Basin through Cultural- Responsive Relief Programme or Built Environment Rebuiding with Disaster Victims. FRGS) RM80,000.

11. Consultancy Activities:

1. Curriculum Development Expert (**Food Management Vocational Programme**) ISIS Consultancy project for Ministry of Education, 2000.
2. Havi Food, Subang Jaya: Product Development (Nan Bread). 2001.
3. Curriculum Development for MARA College, 2007.
4. Gloria Jean's Coffee- Product Development- 2012.
5. MYKE- Hotel Holiday Villa Cerating & Residence Inn Cerating -2012.

12. Publications:

Proceedings:

1. Othman, M. and Nickson, D. (2004a) Linking Organizational Culture to Internal Service Quality, in *Proceedings of The International Hospitality and Tourism Virtual Conference*, University of Strathclyde and Purdue University, <http://www.midc.purdue.edu/ihvc>, April.
2. Othman, M. and Nickson, D. (2004b) 'The Impact of Organizational culture on Internal Service Quality: a theoretical framework', in *Proceedings of The Tourism: State of the Art II Conference*, University of Strathclyde, Glasgow, June.
3. Othman, M. (2005) 'The Impact of Organizational culture on Internal Service Quality: A case study of three hotels in Malaysia', in *Proceedings of International Conference on Tourism and Hospitality: Rejuvenating the industry: Concerns and Tasks Ahead*, Penang, Malaysia, November.
4. Othman, M. and Hashim, N. (2006) 'Examining Internal Service Quality using Profile Accumulation Technique: A study of three hotels in Malaysia', in *Proceedings of International Borneo Business Conference, Kucing, Sarawak, December*.
5. Hashim, N, Md.Yassin, I, Mohd.Arop, N, Ahmad, M and Othman, M (2006) 'Emerging Service Quality Dimensions of the selected Tourist Destinations', in *Proceedings of International Borneo Business Conference*, Kucing, Sarawak, December.
6. Othman, M, Kong Yew, W. and Ai Ling, T. (2007a) 'Comparing the full service and quick service restaurants: a service quality assessment using Profile Accumulation Technique', in *Proceedings of APPACHRIE Conference*, Beijing, China, May.
7. Othman, M, Kong Yew, W. and Ai Ling, T. (2007b) 'Assessment of service quality in full service and quick service restaurants: A Profile Accumulation Technique as an alternative method in *Proceedings of the 4th International Qualitative Research Convention*, Petaling Jaya Hilton, Malaysia, September.
8. Othman, M, Huey Chern, B, Karim, M.S.A, Ramachandran, S and Bee Lia, C. (2008) 'Investigation of Servicescape Failures and Associated Recovery Strategies in Food Service Establishments', in *Proceedings of the 17th Annual CHME Research Conference, Glasgow, Scotland, May*, 793-798.
9. Bee Lia, C, Othman, M, Huey Chern, B, Karim, M.S.A, and Ramachandran, S. (2008) 'Using Critical Incident Technique to Identify The Effect Of Servicescape Failure And The effectiveness

Of Recovery strategy On Dining Experience', in *Proceedings of the AFBE Conference, SEGI University College, Malaysia, December, pg.101-121.ISSN 1905-8055.*

10. Foo, L.Y. and Othman, M. (2008) 'Using Data Envelopment Analysis To Measure Efficiency of Hotels In Malaysia', in *Proceedings of the AFBE Conference, SEGI University College, Malaysia, December, pg.559-572.ISSN 1905-8055.*

11. Lee Hui, T, Huey Chern, B and Othman, M. (2008) 'Development Of Service Quality Dimensions In Malaysia- The Case of A Multicultural Society', in *Proceedings of the AFBE Conference, SEGI University College, Malaysia, December, pg.1221-138.ISSN 1905-8055.*

12. Chong Yee Lee, Sridar Ramachandran, Mohhidin Othman, Mohd Rusli Yacob. (2008). 'Theoretical Paradigm for the Study of Tourism's Economic Impact' Paper presented at the Seminar FEP 08, 'Economics and Business' Towards a Sustainable Future? Organized by Universiti Putra Malaysia, Mahkota Hotel, Malacca, 17 -19 December

13. Chong Yee Lee, Sridar Ramachandran, Mohd Rusli Yacob, Mohhidin Othman (2009). 'Public-Private Partnerships in the Development of Tourism: A Conceptual Framework of Regional Economic Impact in Penang' Paper presented at the International Conference 09, 'Public & Private Partnership in Development' Organized by Universiti Malaya, PJ Hilton Hotel, Selangor, 15 -16 January

14. Ling, L.Q, Othman, M, Mohd. Azahan, N, S.Ramachandran, S and Ab. Karim, M.S. (2009) 'A qualitative approach in exploring Malaysians food brand Image". 4th. International Scientific Conference of the University of the Aegen, Rhodes Island, Greece, 3-5 April.

15. Lee Hui, T, Huey Chern, B , Othman, M, Teoh, K and Sambasivam, M. (2009) 'Service Quality dimensions in Malaysian Hospitality Industry- Revisiting SERVQUAL after 20 Years' in *Proceedings of the 7th APacCHRIE Conference 2009*, Singapore, 28-31 May 2009.

16. Foo, L.Y., Othman, M. Ab. Karim, M.S. and Abdul Aziz, Y. (2009) 'A data envelopment analysis approach for measuring efficiency of a Malaysian Hotel Chain', in *Proceedings of the International Conference on Quality, Productivity and Performance Measurement (ICQPPM)*, Putrajaya, Malaysia, 16-18 November, pdf. ISBN 978-967-5048-76-0

17. Leong, Q. L., Ab. Karim, M. S., Othman, M., Mohd Adzahan, N. and Ramachandran, S., (2009) Marketing Malaysia as a Food Tourism Destination, Proceedings of "3rd International Conference of Destination Branding and Marketing", Institute For Tourism Studies, Macao S.A.R., China, December 2nd - 4th , 2009.

18. Chong Yee Lee, Sridar Ramachandran, Mohd Rusli Yacob, & Mohhidin Othman (2009). *A study of Regional Economic Impact of Tourism Using Input-Output Approach*. Second Biennial Conference of the International Association for Tourism Economics, Chiang Mai, Thailand, 11 – 13 Dec.

19. Leong, Q. L., Ab. Karim, M. S., Othman, M., Mohd Adzahan, N. & Ramachandran, S. (2010). Malaysian Food: Assessing International Tourists' Satisfaction and Behavioral Intentions, Proceedings of "International Graduate Tourism Research Conference", Berjaya University College of Hospitality, Kuala Lumpur, Malaysia, April 16th - 17th,. ISBN No: 978-967-5417-74-0

20. Chong Yee Lee, Lee Eng Heng, Sridar Ramachandran, Mohd Rusli Yacob, Mohhidin Othman (2010). 'Why the Need to Triangulate in the Study of Tourism's Economic Impact' Proceedings of "International Graduate Tourism Research Conference", Berjaya University College of Hospitality, Kuala Lumpur, Malaysia, April 16th - 17th, 2010. ISBN No: 978-967-5417-74-0

21. Othman, M, Bahar, Goodarzirad, B. and Ab. Karim, M. S. (2010) 'How Servicescape Affects Diners' Satisfaction and their Behavioural Intentions in Family Chain Restaurants: A Malaysian Experience in *Proceedings of the 11th International Joint World Cultural Tourism Conference*, 12-14 November 2010, Hangzhou, China. pg. 564-576.

22. Muhammad,R., Bakar,J., Othman, M. and Salleh, R. (2010) 'The improvement of the traditional Keropok Lekor: Malaysian consumers' preference' *abstract of the International Conference on Food Research*, 22-24 November 2010, Marriott Putrajaya, Malaysia.

23. Nadzirah Salehuddin, Mohhidin Othman and Muhammad Shahrim Abdul Karim (2010) 'University Foodservice: a deeper insight into factors influencing the customers' Dining Choice' *abstract of the International Conference on Food Research*, 22-24 November 2010, Marriott Putrajaya, Malaysia.

24. Wan Rusni Wan Ismail, Mohhidin Othman and Boo Huey Chern (2010) Adolescent's Influences in Family Food Consumption Decision *abstract of the International Conference on Food Research*, 22-24 November 2010, Marriott Putrajaya, Malaysia.

25. Aslinda Mohd Shahril, Yuhanis Abdul Aziz, Mohhidin Othman and Jamil Bojei. 2010. Consumer' Emotional Respons to Services Failure and Their Satisfaction Judgments. Paper presented at GSM-FEP-AGBA Conference 2010 organized by GSM-FEP-AGBA at Palm Garden Hotel, Putrajaya. 01/12/2010-03/12/2010.

26. Muhammad Shahrim Abdul Karim, Chua Bee Lia, Razif Aman, Mohhidin Othman and Hamdin Salleh (2011) Food Image, Satisfaction and behavioral Intentions: The Case of Malaysia's Portugese Cuisine, International CHRIE conference, 27-30 July 2011,Denver, Colorado USA.

27. Hazrina Ghazali, Mohhidin Othman, Nasyira Mohamad Nashuki and Nurul Amirah Roslan (2012) Food Hygiene Knowledge, Attitudes and Practices Among Food Handlers in Restaurant in Selayang Area *UMT 11th International Annual Symposium on Sustainability Science and Management 09th – 11th July 2012, Terengganu, Malaysia* e-ISBN 978-967-5366-93-2 611

28. Street Food Culture and Practices in Nakhon Si Thammarat Province, Thailand(2012) Jatuporn Khongtong, Muhammad Shahrim b Ab Karim, Mohhidin Othman and Jusang bin Bolong Proceedings of the *5th International Colloquium on Tourism and Leisure (ICTL)* 9-12 July, Bangkok, Thailand. ISBN: 978-0-9864590-3-0

29. M.Shahrim Ab Karim, K'ng Yee Wen, Mohiddin Othman, Hazrina Ghazali and Nurhasmilaa Lisa Abd. Halim Sustaining Penang Street Food Culture and the Reasons for Its Popularity, *UMT 11th International Annual Symposium on Sustainability Science and Management 09th – 11th July 2012, Terengganu, Malaysia*, e-ISBN 978-967-5366-93-2

30. S. Delvarani, M. Othman, & H. Ghazali (2012) Influencial factors effecting fast food consumers' intention to use menu labels in fast food restaurants; A conceptual framework, *International Hospitality and Tourism Conference 2012, 03th – 4th Sept 2012, Kuala Lumpur Malaysia*, e-ISBN 978-967-5366-93-2 pg. 69-74.

31. A. Mohd Shahril, Y. Abdul Aziz, M. Othman & J. Bojei (2012) Impact of Service Guarantee on empowerment, employee responsiveness in service recovery and service quality in the Malaysian upscale hotels. *International Hospitality and Tourism Conference 2012, 03th – 4th Sept 2012, Kuala Lumpur Malaysia* ISBN 978-0-415-62133-5 (Hbk) ISBN 978-0-203-07536-4 (eBook) pg. 111-116.

32. Othman, M., Nadzirah, S., Ab Karim, S. and Ghazali, H. (2012) Customers' satisfaction Towards Institutional foodservices: An Insight into Universities in The Klang Valley, Malaysia,

19th International Business Research Conference, 19-21 November 2012, Monash University, Melbourne, Australia.(Best paper)

33. Othman, M., Nadzirah, S., Ab Karim, S. and Ghazali, H. (2012) Influence of Foodservice quality on customers satisfaction in Universities of The Klang Valley: Locals vs Internationals, Malaysia 4th Asia Euro Tourism, Hospitality and Gastronomy Conference 2012, 28 Nov. – 1 Dec. 2012, Taylor's University lakeside campus, Malaysia.

34. Aslinda Mohd Shahril, Yuhanis Abdul Aziz, Mohhidin Othman, Jamil Boje (2013) The Relationship between Service Guarantees, Empowerment, Employee Satisfaction and Service Quality in Four and Five Star Hotels in Malaysia, International Conference on Economics, Business Innovation - ICEBI 2013 February 24-25, 2013, Rome, Italy.

35. Faridah Ahmad, Hazrina Ghazali, Mohhidin Othman (2013) Consumers Preference Between Fast Food Restaurant Casual Dining Restaurant: A Conceptual Paper, 3rd International Conference on Management, 10 - 11 June 2013. Hydro Hotel, Penang, Malaysia. ISBN: 978-967-5705-11-3. WEBSITE: www.internationalconference.com.my

36. Nasyira Mohamad Nashuki, Hazrina Ghazali, Mohhidin Othman (2013) A Comparison of Determinants Of Intentions To Leave Vs Intentions To Stay in Casual Dining Restaurants in Klang Valley. 3rd International Conference on Management, 10 - 11 June 2013. Hydro Hotel, Penang, Malaysia. ISBN: 978-967-5705-11-3. WEBSITE: www.internationalconference.com.my

37. Nasyira Mohamad Nashuki, Hazrina Ghazali, Mohhidin Othman (2013) the Effect of POS, PSS and OC on Intention to leave in casual dining restaurants in Klang Valley area. International Hospitality & Tourism Postgraduate Conference 2013, 2-3 Sept 2013, Shah Alam, Selangor.

38. Nur Nadirah MS, Othman M, Ghazali, H, Abu Bakar A.Z.(2013) Relationship between media literacy and soft Drinks consumption among adolescent in Kang Valley: A theoretical framework, MACFEA Seminar 29-30 August 2013, UKM, Bangi.

39. Ibrahim, S and Othman, M (2013) Developing and Validating halal service quality instrument for Malaysian Food Service establishments: a conceptual paper, Incomar Conference 3-4 December 2013, Holiday Inn Glenmarie, Selangor.

40. Othman, M., Ab. Karim, M.S., Abdul Aziz, Y. and Foo, L.Y., (2014) 'Learning from the past: a case study of a Malaysian hotel chain's performance using data envelopment analysis', in *Proceedings of the 12th ASIA PACIFIC CHRIE (APacCHRIE) Conference 2014*, Sunway Resort/ Taylors's University Lakeside campus, Malaysia, 21-25 May, pdf. ISBN978-967-0173-13-9. (Best Paper: Hospitality).

41. Nur Nadirah Mohammad Shahid, Mohhidin Othman, Hazrina Ghazali, Ainul Zakiah Abu Bakar, (2014) Media literacy among adolescents towards soft drink advertisement in Klang Valley, Malaysia, *The 11th International Post Graduate Research Colloquium, Bridging the Universities and the Industry: Research for the Future*, 21–22 August 2014; Universiti Putra Malaysia, Malaysia ISBN 978-983-2408-18-5

42. Siti Soleha Abdul Salam, Mohhidin Othman, (2014) Consumer disconfirmation of expectation and satisfaction with SMEs halal food products in Klang Valley, Malaysia: A theoretical framework, *The 11th International Post Graduate Research Colloquium, Bridging the Universities and the Industry: Research for the Future*, 21–22 August 2014; Universiti Putra Malaysia, Malaysia ISBN 978-983-2408-18-5

43. Faridah Ahmad, Hazrina Ghazali, Mohiddin Othman, (2014) Initial finding: Attributes that influence customers to select casual-typed restaurant in Klang Valley, Malaysia, *The 11th International Post Graduate Research Colloquium, Bridging the Universities and the Industry:*

Research for the Future, 21–22 August 2014; Universiti Putra Malaysia, Malaysia ISBN 978-983-2408-18-5

44. Ghazali, H, Mohamad- Nashuki, N and Othman, M, (2014) The Relationship between perceived organizational supports (POS) and Intention to leave a job among employees of casual dining restaurants in Klang Valley area, *2nd, International Hospitality & Tourism Conference, 2nd – 4th of September 2014, Uitm Penang, Malaysia*. (Best paper).
45. Aqilah-Ahmad, N, Jantan, A.H., Zawawi, D, and Othman M, (2014) HR Issues of Gen Y in Tourism: Anticipating the future challenges, *2nd, International Hospitality & Tourism Conference, 2nd – 4th of September 2014, Uitm Penang, Malaysia*.
46. Wan Rusni Binti Wan Ismail, Mohhidin Othman, Russly Abdul Rahman, Nitty Hirawaty Kamarulzaman and Suhaimi Ab. Rahman,(2014) The Antecedents of Halal Malaysia Brand Equity based on Consumers Tolerance on Product Cue Attributes, MIHREC 2014 MARRIOT Putrajaya, Malaysia, December 2-4, 2014.
47. Ahmad, Faridah and Ungku Zainal Abidin, Ungku Fatimah and Ghazali, Hazrina and Othman, Mohhidin (2015) *Dining at casual-typed restaurant:descriptive findings from Klang Valley, Malaysia*. In: 13th Asia Pacific Council on Hotel, Restaurant, and Institutional Education, 10 - 12 June. 2015, Auckland, New Zealand. pp. 310-315.
48. Wan Rusni Binti Wan Ismail, Mohhidin Othman, Russly Abdul Rahman, Nitty Hirawaty Kamarulzaman and Suhaimi Ab. Rahman, (2015) Halal Malaysia Logo or Brand: The Hidden Gap, In 5th. International Conference on Marketing and Retailing (5th Incomar 2015). Bay View Resort Hotel, Batu Feringhi, Penang. 12 – 13 October 2015.
49. Nur Nadirah M.S., Othman M, Ghazali H. and Bakar A.Z.A. (2015) Media literacy towards soft drink advertisement: understanding the socio-demographic variables of adolescents in Klang Valley, Malaysia, Paper presented at International Conference on Science, Engineering, Built Environment and Social Science (ICSEBS 2015), Klub Bunga Butik, Malang, Indonesia, 24 – 26 November 2015.
50. Muhammad Aizuddin Mohd Zamrin, Suhaimi Bin Ab Rahman, Hazrina Ghazali , Ungku Fatimah Ungku Zainal Abidin, Mohhidin Othman (2015), Economically Sustainable Mosque: Lodging Facilities as an alternative Income Generator, Paper presented at International Conference on Science, Engineering, Built Environment and Social Science (ICSEBS 2015), Klub Bunga Butik, Malang, Indonesia, 24 – 26 NOVEMBER 2015.
51. Mohd Aliff Abdul Majid, Mohhidin Othman, Siti Fatimah Mohamad, and Sarina Abdul Halim Lim (2016), Development and Validation of Job Satisfaction Instrument for Offshore Catering Employees in Malaysia, Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.
52. Aziz Yusof, Mohhidin Othman, Hazrina Ghazali, and Khairil Wahidin Awang (2016),Buffet Diners Food Choices and Their Dining Behaviour: A Literature Review on the Theory of Planned Behaviour, Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.
53. Tachaini Kandasamy, Mohhidin Othman, Ainul Zakiah Abu Bakar, and Bee-Lia Chua (2016), Identifying Sustainability Factors of Mamak Restaurants in Malaysia, Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.
54. Nathalie Joan Jules, Hazrina Ghazali, and Mohhidin Othman (2016), Pilot Study: Job Hopping Behavior among Casual-Typed Restaurant Employees in Klang Valley Area Proceeding of the 1st

International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.

55. Arnieyantie Abdul Hadi, Ungku Fatimah Ungku Zainal Abidin, Mohhidin Othman, and Norfezah Md Nor (2016), Work load and Job Autonomy as Predictors to Job Burnout among Hotel Kitchen Staff Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.

56. Lalitha Ganesan, Ainul Zakiah Abu Bakar, and Mohiddin Othman (2016), Identifying Older Malaysian Casual Restaurant Selection Criteria Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.

57. Siti Fatimah Mohamad, Mohhidin Othman, and Syafinaz Ruslan (2016) , The Development of Undergraduate Curriculum Survey and its Effect on the Self-Perceived Competence and Work Readiness, Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.

58. Nor Ellyna Razali, Ungku Fatimah Ungku Zainal Abidin, Mohhidin Othman, and Siti Fatimah Mohamad (2016), Critical Success Factors in Implementing Halal Management System on Foodservice Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.

59. Anis Najiha Ahmad, Russly Abdul Rahman, Mohhidin Othman, and Ungku Fatimah Ungku Zainal Abidin (2016), Halal Food Management System in Food Manufacturing SMEs: Barriers and Benefits Proceeding of the 1st International Foodservice Graduate research Colloquium and Workshop (IFGC 2016) November 29-30 2016, UPM, Serdang. ISBN 978-983-2408-49-9.

60. Wan Rusni Wan Ismail, Mohhidin Othman, Russly Abdul Rahman, Nitty Hirawaty Kamarulzaman and Suhaimi Ab. Rahman (2016), Conflicting Semiotic and Halal Cue Signal for Halal Malaysia Brand Equity, Abstract in the 3rd International Halal Conference (INHAC 2016), Grand Bluewave Hotel, Sahab Alam, Selangor 21 & 22 November 2016.

61. DR. MOH, , **Ainulz**, - *A qualitative study on factors influencing older consumer dining out behaviour*. Proceedings of the International Food Research Conference 2017, Full Paper, Non Citation-Indexed Journal , Faculty of Food Science and Technology, Universiti Putra Malaysia, International, 9789679604214 , [479 - 482], 2017

62.Kamarulzaman N. H., Ungku, , **DR. MOH**, - *Do SMEs Halal Food Products Measure Up to Customer Expectation? : An Empirical Investigat* Proceedings of the International Food Research Conference 2017, Full Paper, Non Citation-Indexed Journal , FSTM UPM, International, 978-967-960-421-4 , [403 - 406], MALAYSIA, 2017

63.Rahman, Kamarulzaman N. H., **DR. MOH**, - *Halal Malaysia Brand Equity Mishap: False Recognition of Brand Mere Recognition using Implicit Association Test*. Proceedings of the International Food Research Conference 2017, Full Paper, Non Citation-Indexed Journal , FSTM UPM, International, 978-967-960-421-4 , [399 - 402], MALAYSIA, 2017

64. DR. MOH, - *Halal Malaysia Brand Image: Analyzing the impact of Negative Publicities using Implicit Association Test* Emerging Economies: Strategies for Success, Full Paper, Non Citation-Indexed Journal , Unisia, International, 000-000-000-000-0 , [1 - 5], MALAYSIA, 2017

65. Ainulz, Bee-Lia Chua, TACHAINI, **DR. MOH**, - *Identifying Success Factors of Mamak Restaurants in Malaysia* 3Rd Asia International Conference 2017, Abstract, Non Citation-Indexed Journal , UTM, International, 978-967-960-421-4 , [153 - 153], MALAYSIA, 2017

66. DR. MOH, Syafinaz, **Siti Fatimah Mohamad**, - *Internship satisfaction factors and instruments: A review and research directions for the undergraduate hospitality programs* Proceedings of the International Food Research Conference 2017, Full Paper, Non Citation-Indexed Journal , Faculty of Food Science and Technology, Universiti Putra Malaysia, International, 9789679604214, [475- 478], MALAYSIA, 2017

67. Aliff, Sarinalim, Siti Fatimah Mohamad, **DR. MOH**, - *Pilot interviews of job satisfaction with offshore catering employees* Proceedings of the International Food Research Conference 2017, Full Paper, Non Citation-Indexed Journal , FSTM UPM, International, 978-967-960-421-4 , [464 - 467], MALAYSIA, 2017

68. Wannasiri Wannasupchue, **Mohhidin Othman**, Farah Adibah Che Ishak, Ungku Fatimah Ungku Zainal Abidin & Siti Fatimah Mohamad, (2018) A Conceptual Paper for Development of Halal Food Service System in Thailand International Symposium on Business and Management (ISBM 2018) April 1-3, 2018, Osaka, Japan Vol.7, No.1 ISSN 2226-6577

Journals, Book Chapters & Other Publications

1. **Othman, M.** and Hashim, N. (2005) 'Service quality in the hospitality sector: An overview', *Jurnal Produktiviti*, 21, 33-58. ISSN No: 01278223
2. Hashim, N, Md.Yassin, I, Mohd.Arop, N, Ahmad, M and **Othman, M** (2006) 'Emerging Service Quality Dimensions of the selected Tourist Destinations', *Jurnal Produktiviti*, 22, 57-67. ISSN No: 01278223
3. Hashim, N, Md.Yassin, I, Mohd.Arop, N, Ahmad, M and **Othman, M** (2007) 'Examining sources of satisfaction and dissatisfaction of the Malaysian hotel employees using Profile Accumulation Technique' *Jurnal Produktiviti*, 24, 70-88. ISSN No: 01278223
4. Bee Lia, C, **Othman, M**, Huey Chern, B, Karim, M.S.A, and Ramachandran, S. (2009) 'Customers' reaction to servicescape failure and associated recovery strategy: An exploratory study in the food service industry' *Journal of Tourism, Hospitality and Culinary Arts*, Vol.1, Issue 2, pp.23-47.ISSN 19858914
5. Bee Lia, C, Huey Chern, B, Karim, M.S.A, **Othman, M** and Ramachandran, S. (2010) 'Using Critical Incident Technique to Identify the Effect Of Servicescape Failure And The effectiveness Of Recovery Strategy On Dining Experience' *SEGI Review*, Vol.3, No. 1, pp.152-170. ISSN 19855672
6. Bee Lia, C, **Othman, M**, Huey Chern, B, Karim, M.S.A, and Ramachandran, S. (2010) 'Servicescape Failures and Recovery Strategy in Food Service Industry: The Effect on Customer Repatronization' *Journal of Quality Assurance in Hospitality and Tourism*, Vol.11, Issue 3, pp. 179-198.(Scopus)
7. **Othman, M.**, Foo, L.Y., Ab. Karim, M.S. and Abdul Aziz, Y (2010) 'Total Factor Productivity Efficiency Changes in a Malaysian Hotel', *International Journal of Revenue Management*, Vol. 4,Nos. 3/4, pp. 327–343. (Scopus)
8. Leong, Q. L., Ab. Karim, M. S., **Othman, M.**, Mohd Adzahan, N. & Ramachandran, S. (2010). Relationships Between Malaysian Food Image, Tourist Satisfaction and Behavioural Intention, *World Applied Sciences Journal*, Special Issue of Tourism & Hospitality, Vol.10, pp.164-171.
9. Foo, L.Y. , **Othman, M.**, Ab. Karim, M.S. & Ab. Aziz, Y. (2011). Efficiency measurement of a Malaysian hotel Chain Using DEA. *Pertanika Journal of Social Science & Humanities*. Vol. 19(1) Mar. 2011. pp.131-143. (Scopus)

10. Chong, Y. L., Lee, E. H., Ramachandran, S Yacob, M.R., **Othman, M** (2011). 'Why the Need to Triangulate in the Study of Tourism's Economic Impact' World Applied Sciences Journal, Special Issue of Tourism & Hospitality, Vol.12, pp.50-55.ISSN 1818-4952
11. Foo, L.Y. and **Othman, M.** (2011) 'Data Envelopment Analysis To Measure Efficiency Of Hotels In Malaysia', SEGI Review, Vol. 4, No. 1, July, pp.25-36. ISSN 1985-5672
12. Lee Hui, T, Huey Chern, B and **Othman, M.** (2011) 'Development Of Service Quality Dimensions In Malaysia- The Case of A Multicultural Society', SEGI Review, Vol. 4, No. 1, July, pp.93-108. ISSN 1985-5672
13. Ab. Karim M.S., Nasouddin S.S. , Mohd Adzahan N. , **Othman, M.** and Siti Rahayu Hussin. 2011. Consumers' Knowledge and Perception Towards Melicope Ptelefolia (Daun Tengkek Burung): A Preliminary Qualitative Study. International Food Research Journal, 18(4):1481-1488. (Scopus)
14. Leong, Q. L., **Othman, M.**, Mohd Adzahan, N. and Ab. Karim, M. S., (2012). A Model of Malaysian Food Image Components: Towards Building a sustainable Tourism Product, Pertanika Journal of Social Science & Humanities. Vol. 209 (2). pp. 299-315. (Scopus)
15. Nadzirah, S., **Othman, M.**, Ab Karim, S. & Ghazali, H. (2012) Influence of Foodservice quality on customers satisfaction in Universities of The Klang Valley: Locals vs Internationals, TEAM Journal of Hospitality and Tourism, Vol.9 Issue 1, Dec. 2012 pp. 63-75. ISSN: 1823-4003
16. **Othman, M**, Boo Huey Chern and Wan Rusni Wan Ismail (2013). 'Adolescent's Strategies and Reverse Influence in Family Food Decision Making', International Food Research Journal, 20(1): 131-139. (Scopus)
17. A. Mohd Shahril, Y. Abdul Aziz, **M. Othman** and J. Bojei (2013) The Relationship between Service Guarantees, Empowerment, Employee satisfaction and Service Quality in Four and Five Star Hotels in Malaysia. *Journal of Economics, Business and Management*, Vol. 1, No. 1, pp. 90-93.
18. Christina Geng-Qing Chi, Bee Lia Chua, **Mohhidin Othman** & Shahrim Ab Karim (2013): Investigating the Structural Relationships between Food Image, Food Satisfaction, Culinary Quality, and Behavioral Intentions: The Case of Malaysia, International Journal of Hospitality &Tourism Administration, 14:2, 99-120. (Scopus)
19. Nadzirah, S., Ab Karim, S. Ghazali, H. and **Othman, M.** (2013) University Foodservice: An Overview of Factors Influencing the Customers' Dining Choice, *International Food Research Journal*, 20(3):1459-1468. (Scopus)
20. Delvarani, S., Ghazali, H. and **Othman, M.** (2013) Factors affecting Fast Food Consumers' Intention to use Menu Labeling in Klang Valley, Malaysia. International Food Research Journal, 20(4): 1799-1805. (Scopus)
21. **Othman, M.**, Nadzirah, S., Ab Karim, S. and Ghazali, H. (2013) Customers' satisfaction Towards Institutional foodservices: An Insight into Universities in The Klang Valley, Malaysia, Journal of Business and Policy Research Vol. 8. No.2. July 2013 Pp. 1 – 15.
22. Muhamad, NH, Ab Karim, S. **Othman, M** and Ghazali, H. (2013) Relationship of Socioeconomic Level with Eating Behaviour of Traditional Food Among Adoslescents, *Mediterranean Journal of Social Sciences*, vol. 4(11). Pp. 13- 20. ISSN 2039-9340. (Scopus)
23. Hamzah, H., Ab.Karim, S., **Othman, M.** and Hamzah, A. (2013) Dimensions of Authenticity in Malay Cuisine from Experts' Perspectives, *Academic Journal of Interdisciplinary Studies* Vol. 2, No. 3, pp. 369- 377. ISSN 2281-3993.

24. Ismail, N.A., Ab. Karim, M.S., **Othman, M.** and Bolong, J. (2013) The values of the traditional culinary practices towards the modernization as perceived by the Malay Chefs in Klang Valley, *International Food Research Journal* 20 (5), pp. 2857-2864. (Scopus)

25. **Othman, M.**, Goodarzirad, B. (2013) Restaurant color's as stimuli to enhance pleasure feeling and its effect on diners' behavioral intentions in the family chain restaurants. *Journal of Tourism, Hospitality and Culinary Arts*, Vol. 5, Issue 1. pp. 75-101. ISSN 19858914.

26. Nur Hafizah Muhammad, Muhammad Shahrim 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.

27. Khongtong, J., Ab. Karim, M.S., **Othman, M.**, Bolong, J. (2014) Consumption pattern and consumers' opinion toward street food in Nakhon Si Thammarat province, Thailand, *International Food Research Journal* 21 (1), pp. 125-130. (Scopus)

28. Nasyira, M.N., **Othman, M.**, Ghazali, H. (2014) Predictors of intention to stay for employees of casual dining restaurant in Klang Valley area, *International Food Research Journal* 21 (3) pp. 863-871. (Scopus)

29. Ibrahim, S. and **Othman, M.** (2014) Developing and Validating Halal Service Quality Instrument for Malaysian Food Service Establishments: a Conceptual Paper, *Procedia Social and Behavioral Sciences* 130, pp. 400-408.

30. Ab.Hamid, Rosnani., Radu, Son., **Othman, Mohhidin.**, Poh See, Toh. and Lay Ching, Chai, (2014), Assessment of Knowledge, Attitude and Practices Concerning Food Safety among Restaurant Workers in Putrajaya, Malaysia, *Food Science and Quality Management* Vol.32. 2014. pp. 20-27.

31. Muhamad, NH., **Othman, M.**, Ghazali, H., and Ab Karim, S. (2014) Investigating Traditional Food Eating Habits among Urban and Rural Youths in Selangor, Malaysia, *International Journal of Social Policy and Society* Vol.10. 2014. pp. 28-44.

32. Aslinda Mohd Shahril, Yuhanis Abdul Aziz, **Mohhidin Othman** and Jamil Bojei (2015), Relationship between the Star and the Hotel Service Guarantees of Customer Satisfaction, *International Journal of Economics and Finance*; Vol. 7, No. 4. ISSN 1916-971X E-ISSN 1916-9728.

33. 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.

34. Ahmad, F., Ghazali, H., and **Othman, M.** (2015) Attributes to select casual dining restaurants: A case of customers in Klang Valley area, Malaysia. *Theory and Practice in Hospitality and Tourism*, Proceedings of the 2nd International Hospitality and Tourism Conference 2014 2015, Pp. 385-389.

35. Aqilah-Ahmad, N., Jantan, A.H., Zawawi, D., and **Othman, M.** (2015) HR issues of Gen Y in tourism: Anticipating the future challenges. *Theory and Practice in Hospitality and Tourism Research* - Proceedings of the 2nd International Hospitality and Tourism Conference 20142015, Pp. 279-282.

36. Ghazali, H., Mohamad-Nashuki, N., and **Othman, M.** (2015) The relationship between Perceived Organizational Supports (POS) and intention to leave a job among employees of casual dining restaurants in Klang Valley area *Theory and Practice in Hospitality and Tourism Research* - Proceedings of the 2nd International Hospitality and Tourism Conference 20142015 pp. 425-429.

37. M.S. Nur Nadirah, **M. Othman**, H. Ghazali and A.Z.A. Bakar, (2015) Socio-Demographic Variables Influence on Media Literacy towards Soft Drink Advertisement among Adolescents in Klang Valley, Malaysia, *Advanced Environment Biology*, 9(23), 11-16, 2015.

38. Muhammad Aizuddin Mohd Zamrin, Suhaimi Bin Ab Rahman, Hazrina Ghazali , Ungku Fatimah Ungku Zainal Abidin, **Mohhidin Othman**, (2015) Economically Sustainable Mosque: Lodging Facilities As An Alternative Income Generator, *Advanced Environmental Biology*, 9(27) December 2015, Pages: 429-436.

39. Ahmad, Faridah; Ghazali, Hazrina; **Othman, Mohhidin** (2015) Important Factors of Casual Dining Restaurants in Klang Valley, Malaysia: The Roles of Demographic Characteristics, *Advanced Science Letters*, Volume 21, Number 6, June 2015, pp.2123-2126 (4).

40. Khongtong, J., Ab. Karim, M.S., **Othman, M.**, Bolong, J. (2015). Reliability and Validity of Consumers' Decision Making Investigation of Safe Street Food Purchasing, Pilot Study in Nakhon Si Thammarat, Thailand, *International Journal of Social Science and Humanity*, Vol. 5, No 3, March, pp.306-310. ISSN 2010-3646.

41. Mohd. Firdaus Siau, A., Son, R., **Mohhidin, O.**, Toh, P.S. and Chai, L.C. (2015) Food Court Hygiene assessment and food safety knowledge, attitudes and practices of Food Handlers in Putrajaya, *International Food Research Journal* 22 (5) pp. 18436-1854. (Scopus)

42. Nur Nadirah, M.S., Ghazali, H., Bakar, A.Z.A. and **Othman, M.** (2016). Understanding media literacy in relation to adolescent soft drink consumption behavior, *International Food Research Journal* 23 (1) pp. 381-388. (Scopus)

43. Wan Rusni Binti Wan Ismail, **Mohhidin Othman**, Russly Abdul Rahman, Nitty Hirawaty Kamarulzaman and Suhaimi Ab. Rahman (2016) Halal Malaysia Logo or Brand: The Hidden Gap, *Procedia of Economics and Finance*, pp. 254-261 (Elsevier) DOI information: 10.1016/S2212-5671(16)30122-8.

44. **Mohhidin Othman** and Sumarni Ismail (2016) The Emerging Sociocultural Issues During Kelantan River Basin Flood Disaster: An Ngos Perspective, *Research Journal of Fisheries and Hydrobiology*, 11(3): 184-192 (THOMSON REUTERS) ISSN: 1816-9112

45. Jatuporn Khongtong, Muhammad Shahrim Karim, **Mohhidin Othman** & Jusang Bin Bolong (2016) The mediation effects of consumers' need recognition and pre-purchase evaluation in consumers' decision-making on purchasing safe street food: The case in Nakhon Si Thammarat, Thailand, *Journal of Foodservice Business Research* <http://dx.doi.org/10.1080/15378020.2016.1201647> ISSN: 1537-8020 (Print) 1537-8039 (Online)

46. Shafizi, A.W., Mohammad Ridzuan, M.S., Ubong, A., New, C.Y., **Othman, M.**, Toh, P.S., Chai, L.C. and Son, R. (2016). Assessing *Staphylococcus aureus* in ready to eat (RTE) food and risk assessment of food premises in Putrajaya, *International Food Research Journal* 23(4): 1761-1766. (Scopus)

47. Ahmad, A.N. Abdul Rahman, R. **Othman, M.**, Ungku Zainal Abidin, U.F. (2017). Critical success factors affecting the implementation of halal food management systems: Perspective of halal executives, consultants and auditors, *Food Control* Volume 74, 1 April 2017, Pages 70-78. (Scopus)

48. Majid, M. A. A., **Othman, M.**, Mohamad S. F., Lim, S. A. H., & Yusof, A. (2017). Piloting for interviews in qualitative research: Operationalization and lessons learnt. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 1073-1080

49. Nasihah, Afida, **DR. MOH**, Elistina, A.B, - *Hak dan Perlindungan Pengguna dalam Produk Halal* Non Citation-Indexed Journal, Full Paper, Published, MACFEA, National, [54-68], 2017

50. Afida, **DR. MOH**, , Elistina, A.B, - *Hak Dan Perlindungan Pengguna Dalam Produk Halal* Non Citation-Indexed Journal , Full Paper, Published, Persatuan Ekonomi Keluarga dan Pengguna Malaysia, National, [54-68], 2017

51. **DR. MOH**, , Siti Fatimah Mohamad, , Ungku, - *Halal management system in restaurant operation: Identifying the motivation factors* Other Abstracting / Indexing Bodies, Full Paper, Published, UiTM Press, International, [529-540], 2017

52. **DR. MOH**, , Ungku, - *Halal management system in restaurant operation: Identifying the motivation factors* Citation-Indexed Journal - Scopus, Full Paper, Published, Elsevier, International, [70-78], 2017

53. **DR. MOH**, , Hazrina, - *Influence of Restaurant Attributes Towards Perceived Value and Customer Overall Satisfaction at Casual Dining Restaurants in Klang Valley* Citation-Indexed Journal - ERA, Full Paper, Published, IDOSI Publications, International, [33-39], , 2017

54. **DR. MOH**, , , Hazrina, - *Job satisfaction and job-hopping behaviour among employees of casual dining restaurant* Non Citation-Indexed Journal , Full Paper, Published, Uitm Press, International, [571-582], 2017

55. Ahmad, A.N., Ungku Zainal Abidin, U.F., **Othman, M.** & Abdul Rahman, R. (2018). Overview of the halal food control system in Malaysia, *Food Control* Volume 90, August 2018, Pages 352-363.

56. Yusof, A., **Othman, M.**, Ghazali, H., Awang, K. W., & Majid, M. A. A. (2018). Buffet Diners Dining Behavior: A Proposed Preliminary Conceptual Model. *International Journal of Academic Research in Business and Social Sciences*, 8(2), 547–556.

Book Chapter

1. **Othman, M.** (2007) The Impact of Organizational culture on Internal Service Quality: A case study of three hotels in Malaysia, In Azilah Kasim and Shaharuddin Tahir (eds.), *Readings on Tourism and Hospitality*, Vol. 11, Penerbit UUM, pp.125-140. ISBN 9833827152
2. **Othman, M.**, Abdul Aziz, Y. and Ai Ling, T. (2009) Uncovering Service Quality Attributes Using Profile Accumulation Technique (PAT) in Full Service and Quick Service Restaurants, In Yuhanis Abdul Aziz, Hamimah Hassan, Wan Melissa Wan Hassan and Mohd Shahwahid Othman (eds.), *Current issues in Tourism and Hospitality Services in Malaysia*, Penerbit UPM, pp.114-131. ISBN 9789673441150
3. **Othman, M**, Goodarzirad, B. and Ab. Karim, M. S. (2010) 'Effects of Servicescape on Diners' Satisfaction and their Behavioural Intentions in the Family Chain Restaurants, In Khairil Wahidin Awang, Yuhanis Abdul Aziz, Zaiton Samdin (eds.), *Selected Issues in Hospitality & Tourism*, Penerbit UPM, pp. 204-212. ISBN 9789673441808.
4. Leong, Q. L., Ab. Karim, M. S., **Othman, M.** and Mohd Adzahan, N. (2010). Towards Tourism Sustainability: The Image of Malaysia as a Food Tourism Destination, In Khairil Wahidin Awang, Yuhanis Abdul Aziz, Zaiton Samdin (eds.), *Selected Issues in Hospitality & Tourism*, Penerbit UPM, pp. 40-50. ISBN 9789673441808.
5. **Othman, M.** and Nickson, D.P. (2011). Employees' Internal Service Quality: Diagnosing the Positive and Negative Dimensions Using Profile Accumulation Technique (PAT), In Sridar Ramachandran, Khairil Wahidin Awang, Yuhanis Abdul Aziz, Mohd. Rusli Yacob (eds.), *Selected Readings in Hospitality & Tourism*, Penerbit UPM, pp. 1-16. ISBN 9789673442058.
6. Mohd. Shahril, A., Abdul Aziz, Y. and **Othman, M.** (2013). Service Guarantees: The Impact on Empowerment and Employee Motivation in Four and Five Star Hotels in Malaysia, in Ng Siew

Imm, Hamimah Hassan, Lee Shin Yiing (eds.) *Readings on Hospitality and Tourism Issues*, Mc Graw-Hill Malaysia, pp. 71-77. ISBN 978-967-5771-88-0.

7. Ismail, N.A., Ab. Karim, M.S., **Othman, M.** and Abd. Halim, N. (2014), The Roles of Malay Chefs in Promoting Traditional Malay Food at The Hotel in Klang Valley, Malaysia, in Hamimah Hassan, Hossein Nezakati (eds), *selected issues in Hospitality and Tourism sustainability*, UPM Press, Serdang, pp. 70-93.

8. Abdul Aziz, Y. and **Othman, M.** (2015), *Persepsi Komuniti Tempatan Terhadap Program Homestay di Malaysia*, in Jabil Mapjabil (eds), *Program Homestay dan Pembangunan Komuniti Luar Bandar di Malaysia*, UUM Press, Sintok, pp. 78-101. ISBN 978-967-0474-81-6

9. Dahlia binti Zawawi, **Mohhidin bin Othman**, Amer Hamzah bin Jantan and Nurul Aqilah binti Ahmad (2015) *Key Challenges in Human Resource Management: Insights from Tourism Industry Players in* (eds) Amer Hamzah Jantan, Siti Rahayu Hussin & Muhammad Shahrim Abdul Karim *Trends in Hospitality and Tourism* UPM Press, Serdang, pp. 136-147 ISBN 978-967-344-516-5

10. A.R. Wan Rusni, W. I., **Othman, M.**., Russly, A.R., Nitty Hirawaty, K., and Suhaimi, A.R. (2016) Halal Malaysia Brand as a Credible and a Powerful Tool in Halal Food Marketing, *Civilizational Halal Science*, pp. 14-30.

11. Majid, M.A.A., **Othman, M.**, Abdullah, R., & Derani, N. (2016). Components of job satisfaction among offshore catering crew: A preliminary investigation. In Radzi et al. (eds.), *Heritage, culture and society: Research agenda and best practices in the hospitality and tourism industry*. 173-177. London: CRC Press.

Book:

1. Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramli, **Mohhidin Othman** and Yuhani Ab Aziz (2013). *Customer Service Management*, CEM, UPM. ISBN 978-967-11994-2-8.

Other Publications

1. **Othman, M.** and Hashim, N. (2007) 'Profile Accumulation Technique (PAT): An alternative tool for assessing service quality dimensions', *P&Q*, Bil. 96 Mei 2007, 23-27.

13. Achievements/ Awards:

1. Scholastic Awards: New Hampshire College (Southern New Hampshire University): Dean's List, Fall 1985; President's List, Fall 1986.

2. Bachelor of Science Cum Laude 1986.

3. Anugerah Perkhidmatan Cemerlang 2001, Sijil Perkhidmatan Cemerlang 2005. Anugerah Perkhidmatan Cemerlang 2006, 2010.

4. Pameran Reka Cipta, Penyelidikan dan Innovasi (PPRI 2006): Pingat Gangsa (Poster Presentation).

Title: Examining Internal Service quality using Profile Accumulation Technique: A study of three hotels in Malaysia.

5. Pameran Reka Cipta, Penyelidikan dan Innovasi (PPRI 2010): Silver Medal (Poster Presentation): Servicescape failure and recovery strategy in the food service industry: How to satisfy the angry customers?

6. Highest Academic achievement for the department of Culinary Art and Gastronomy, Award from Faculty of Hotel and Tourism Management, UiTM, Malaysia, 2010.

7. Pameran Reka Cipta, Penyelidikan dan Innovasi (PPRI 2011): Silver Medal (Poster Presentation): Measuring Efficiency of a Malaysian Hotel Chain Using Data Envelopment analysis (DEA).

8. Best paper: Othman, M., Nadzirah, S., Ab Karim, S. and Ghazali, H. (2012) Customers' satisfaction Towards Institutional foodservices: An Insight into Universities in The Klang Valley, Malaysia, 19th International Business Research Conference, 19-21 November 2012, Monash University, Melbourne, Australia.
9. Fellow World Business Institute, Australia 2012
10. Best paper: **Othman, M.**, Ab. Karim, M.S., Abdul Aziz, Y. and Foo, L.Y., (2014) 'Learning from the past: a case study of a Malaysian hotel chain's performance using data envelopment analysis', in *Proceedings of the 12thASIA PACIFIC CHRIE (APacCHRIE) Conference 2014*, Sunway Resort/ Taylors's University Lakeside campus, Malaysia, 21-25 May, pdf. ISBN978-967-0173-13-9. (*Hospitality*)
10. Appointed as Fellow Institute of Hospitality, UK since 2015.

14. Positions held:

1. Lab Manager for Food Studies programme, 2000 to 2002.
2. Coordinator of the Bakery Unit, organized short courses related to Baking and Cake Making and Restaurant Management, Production of Bakery products 1997 to 2000.
3. Chairman of the Food Committee for 'Malam Sireh Pulang ke Ganggang', UPM: 2001.
4. Mentor and Head of the Food Management Research Group: 2006 to 2008.
5. Head of Food Management Lab.
6. Internal Auditor (ISO).
7. Head, Quality Assurance Unit, 2008 to February 2009.
8. Coordinator, Internal Audit FSTM since 2008.
9. Coordinator, Internal Audit FSTM since 2009 (TNCPI).
10. Secretariat of International Food Safety and Security Conference, 2010, Penang Malaysia.
11. Associate Researcher, IPPH since 2012.
12. Head of Research Programme: 'Food Management' UPM Since 2013.
13. Secretariat of 11th International Postgraduate Research Colloquim, 21-22 August, 2014, FSTM, UPM Malaysia
14. Chairman of the Social Committee for International Halal Conference, 2014, Putrajaya.
15. Member of the advisory committee for L' Apperenti Brand, UPM.since 2014.

Committee member: FSTM, UPM.

1. Staff training.
2. Graduate studies.
3. Research
4. Alumni and career.
5. Food service Complex.
6. Preparation of Graduate studies Guidebook and Brochure.
7. Faculty Curriculum development
8. Students Awards.
9. Safety and Health.

15. Professional Memberships and Other Community services:

Fellow, Institute of Hospitality, United Kingdom. (FIH). Since 2015.

Associate Member of MIFT (Malaysia Institute of Food Technology). Life membership.

Member of the Qualitative Research Association, Malaysia.

Member/Alumni:

University of Strathclyde, Glasgow, UK.

Florida International University, Miami, USA.

Southern New Hampshire University, Manchester, USA.

Member, University of Strathclyde Alumni Malaysia

Member: Persatuan Penduduk TT Bangi 3 Seksyen 3, Bandar Baru Bangi.

Member of Protem Committee Persatuan Penduduk P15H 2, Presint 15 Putrajaya. (2013)

Deputy-Chairman of Persatuan Penduduk P15H 2, Presint 15 Putrajaya (2014-2016).

16. Other Activities:

1. Thesis internal examiner: MSc.(2006), Ahmad. Nizam Abdullah "Perception and awareness among food manufacturers and marketers on halal food in the klang valley ". Graduate School, Universiti Putra Malaysia.
2. Thesis external examiner: MSc.(2007), Zulhan bin Othman, "To what Extent the service delivery system influences customer patronization: A comparison of ethnic restaurants in Shah Alam, Faculty of Hotel and Tourism, Universiti Teknologi MARA
3. Thesis External Examiner: MSc (2008) Mohd. Hairi Jalil, "Malaysian gastronomic tourism products: assessing the level of their acceptance among the western tourists". Faculty of Hotel and Tourism, Universiti Teknologi MARA
4. Thesis Internal Examiner: Msc (2009) Roozbeh Babilian Hendijani "Analyzing Factors affecting intention to consume milk among school children aged 11 in urban and rural areas of Selangor" Graduate School, Universiti Putra Malaysia.
5. Thesis Internal examiner: MSc (2009) Ahmad Hanis Izani bin Abdul Hadi "Consumers' Demand for selected Fresh Food Attributes in Malaysia" Graduate School, Universiti Putra Malaysia.
6. Chairman of the Examination Committee: MSc (2009) Khairunnisak binti Mohsin "Dietary Intake Assessment to Free Glutamate Among Malay and Chinese Ethnics in the Central Part of Malaysia" Graduate School, Universiti Putra Malaysia.
7. Thesis Internal examiner: MSc (2010) Mantho Joyce Koveya "Consumption Patterens of Sorghum foods in Selected urban Areas of Botswana and the Potential Demand for Sorghum-Based Bakery Products" Graduate School, Universiti Putra Malaysia.
8. Thesis Internal examiner: MSc (2010) Nik Rozana binti Nik Mohd Masdek "Antecedents and Outcomes of Service Recovery Performance: The Perspective of Frontline Employees in Malaysia Hotels" Graduate School, Universiti Putra Malaysia.
9. Thesis External Examiner: MSc (2011) Rosmaliza Muhammad "Malaysian Ethnic Festival Foods, It Foodways and The young Generation practices" Faculty of Hotel and Tourism, Universiti Teknologi MARA.
10. Internal Examiner: MSc (2012) Lee Shin Yiing "Effects of Affectivity on Emotional Labor of tour Guides and Customer Outcomes" Graduate School of Management, Universiti Putra Malaysia.
11. External examiner: MSc (2013). Zamri bin Ahmad "The Linkage between Brand Knowledge, Satisfaction and Loyalty in Hotels' Conference Market, Faculty of Hotel and Tourism, Universiti Teknologi MARA.
12. Internal Examiner: MSc. (2013) Nurhazwani bt Abdullah (GS25582). Menu planning Strategies for Army Basic training Among Malaysian Male Young soldiers in Port Dickson Basic Training Centre. Graduate School of Management, Universiti Putra Malaysia.
13. Chairman, MSc thesis examination. Khairunnisa Izzati Othman. 2014. Graduate School of

Management, Universiti Putra Malaysia.

14. Internal examiner: MSc (2014), Noor Izza Rozian Sanib . Measuring The Relationship between Marketing Mix, Physical environment and Customer Emotion of Malaysian Hotel Industry. Graduate School of Management, Universiti Putra Malaysia.
15. External examiner: MSc (2014). Zamri bin Ahmad “The Linkage between Brand Knowledge, Satisfaction and Loyalty in Hotels’ Conference Market, Faculty of Hotel and Tourism, Universiti Teknologi MARA. (reviva).
16. Internal Examiner: MSc (2014). AK Mohd Syukri PG HJ Metussin, “Development of Verification and Tracking Systems with Augmented Reality (AR) Technology For “Halal” Certified Restaurants in Brunei Darussalam”, Graduate School of Management, Universiti Putra Malaysia.
17. Internal Examiner, MSc (2015) A Study on The Concept of Islamic Tourism in Malaysia, Siti Anis Laderlah, Graduate School of Management, Universiti Putra Malaysia.
18. External Examiner, MSc (2016) Zarina Zainuddin, Strategic Determinants Towards Competitive Performance: Malaysian Frozen Food Manufacturing Sector, Faculty of Hotel and Tourism, Universiti Teknologi MARA.
19. Chairman, MSc thesis examination, Norsyahidah binti Ismail. (2016), Fruits and Vegetables Consumption Behaviour Among Adults in the state of Selangor.
20. External examiner, (2016) M.Phil, Taylor’s University, Kremlasen Naidoo, Hong Kong Food Related Risk; an exploratory phenomenological analysis.
21. External Examiner, (2016) MSc, UIAM, Noor Najihah Binti Daud, Exploring the readiness of Selected Hotels in Malaysia to provide Muslim Friendly Hotel Services.
22. Examiner PhD Comprehensive Examinations, (2016), Siti Halimah Ab Hamid, Determinants of Muslim Tourist Empowerment and attitude and the Impact on Loyalty.

Others:

1. Delivering talk to Students from Kolej Canselor, UPM on Dining Room Service.1999.
2. Career Talk to students at Kolej Timur, Melawati and Kolej Puncak Desa, Country Height, Kajang. 1999.
3. Technical adviser for PEM199, Faculty of Human Ecology. UPM, 1999.
4. Guest panellist at the Faculty of Hotel and Tourism, UITM postgraduate colloquium: 2006.
5. Inter Hotels Cooking Competition Judge: Majlis Bandaraya Johor Bahru 1993.
6. Board of Studies, Universiti Tun Abdul Razak (UNITAR), 2007.
7. Guest Speaker: research methodology at Faculty of Economics and Management, UPM 2007.
8. Career Talk to students at Kolej Matrikulasi Kuala Pilah, Negeri Sembilan, 2007.
9. Panel member for session with Professor, New student induction, FSTM, 2007.
10. External Examiner to KDU College PJ and Penang Campus (Hospitality & Culinary programme) until 2011.
11. Undergraduate Students Academic Advisor.
12. Industrial Training Coordinator: FST 3808A and FST 3808B (0+6).
13. Mentor to Food service tutors.
14. Evaluator for Final year projects.
15. Evaluator for student seminar (Undergraduate and Postgraduate)
16. Panellist for students exit viva.
17. Judge for Final year BSTM: Product Development.
18. Sensory panellist for product development (National level) MARDI.

19. Advisor to FOSTECH, FSTM, UPM.
20. Food Studies Committee, FSMB, UPM.
21. Food Studies Committee, UPM Terengganu
22. Chairman of Food Committee, "Karnival Kerjaya Kebangsaan", 2007.
23. Board of Studies, KDU College PJ, until 2019.
24. External Examiner for Open University Hospitality and Tourism programmes. (2009)
25. Pengubal soalan dan Penilai PTK untuk Penolong Pegawai Penyediaan Makanan, UPM 2010.
26. Interviewed by the New Straits Times journalist for an article in the Sunday Times 13 June 2010.
27. Appearing as a guest on Selamat Pagi Malaysia TV1 RTM. (on FCC2010)
28. Keynotes Speaker: Qualitative research methodology at Management and Science University, Shah Alam, Selangor D.E. 2010.
29. Keynote Speaker: Customer Relationship Management for Products and Services at Management and Science University, Shah Alam, Selangor D.E. 2011.
30. External Examiner, Faculty of Hospitality and Tourism Management, University of Management and Technology (Unitar), Petaling Jaya, Malaysia. 2012.
31. Module writer for Enterprising School Project, 'Customer Service Management' CEISeD, UPM, 2012.
32. Food Service curriculum Reviewer for Ministry of Health, Malaysia, Diploma and Degree level, 2012.
33. Food Management Lab, Head, FSTM. Since 2011.
34. Mentor for Senior Lecturer: Dr. Hazrina Ghazali 2012-2014.
35. Career Talk to students at Kolej Vokasional Kuala Kangsar, 2012.
36. Moderator for Kursus Inkubasi Usahawantani, UPM. 2013.
37. External Examiner for promotion exercise to Assoc. Prof. for UITM. 2013.
38. RUGS Grants Progress Assessor. IPPH, UPM.
39. ERGS Grants Progress Assessor. IPPH, UPM.
40. Young lecturer interview panellist, FSTM, UPM, 2013 & 2015.
41. MQA Assessor: Food Service and Hospitality Management since 2014.
42. UNITAR: Board of Studies for Faculty of Hospitality and Tourism Management 2014.
43. FSTM New Grant Evaluation Panellist 2014.
44. Member Board of Studies: Faculty of Tourism and Hospitality, Universiti Malaysia Kelantan, (2014).
45. External Examiner for promotion exercise to Associate Professor for Faculty of Hotel & Tourism, UITM. 2014.
46. External Assessor for Bachelor of Food Science (Food Service) programme from Universiti Malaysia Sabah (2015).
47. Mentor/assessor for Senior Lecturer: Dr. Ahmad Fareed Ismail.
48. External Examiner for Master of Philosophy in Food Management, Taylors University (2016).
49. Product Innovation Assessor, Diploma in Hospitality Programme, Politeknik Metro Kuala Lumpur (2016).
50. Chairman, Assessment Panelist for COPPA: UPM Program BSc Farm Management. (2016).
52. External Examiner, UiTM, Faculty of Hotel and Tourism, Bachelor of Food Service

Management and Bachelor of Culinary Arts Management 2016-2018.

53. Mentor/Assessor for Senior Lecturer Dr. Siti Fatimah Mohamad, 2016.

54. MQA Assessor for Program Bachelor of Hospitality Management(Hons), Kolej University Borneo Utara, Kota Kinabalu, Sabah.

55. KDU College University, Industry Advisory Panel School of Hospitality, Tourism and Culinary Arts (SHTCA) 2017.

Book/Journal /Programme Reviewer:

1. Reviewer for 'Ensiklopedia Sains dan Teknologi', 2000.
2. Reviewer for Book 'Intention and commitment to Career in Hospitality Industry: Malaysian Hospitality Students Perspectives'. 2007.
3. Reviewer for Book 'Service delivery system and customer patronization: Malay versus Mamak Restaurants', 2007.
4. Reviewer for ASEAN Food Journal, 2007.
5. Reviewer for JPA Putrajaya: Bachelor of Science (Hons) Culinary Arts Management (UiTM) (2009)
6. Editorial Review Board: Journal of Tourism, Hospitality and Culinary Arts (Since 2009).
7. Reviewer for PERTANIKA Journal of Social Science and Humanities 2010.
8. Reviewer for World Applied Sciences Journal 2010/2011.
9. Reviewer for Jurnal Pengurusan, UKM 'Corporate Citizenship Culture and Organizational Performance'. 2012
10. Reviewer for IJEM, UPM 'Analysis of Customer satisfaction in Hotel Service quality using analytic hierarchy process (AHP)', 2012
11. Reviewer for Book 'Fast Food Industry in Malaysia'. Penerbit UPM, 2012.
12. Reviewer for Jurnal Pengurusan, UKM 'Managing the Dimensions of Relationship Marketing in the Foodservice Industry'. 2012
13. Reviewer for National Research & Innovation Conference for Graduate students in Social sciences 2012 "A Comparison of Tourist satisfaction with Tour guiding Experience in Taman Negara National Park", 2012.
14. Reviewer for African Journal of Business Management, 'Family features Driving South African Metropolitan Adolescents' rational and Emotional Influence Tactics in Family Food and Clothing Purchase decisions', 2013.
15. Reviewer for Journal the Malaysian Forester 'Generating appropriate criteria and Indicators for monitoring Ecotourism Sustainability in Protected watershed: A Delphi consensus', 2013.
16. Reviewer for International Food Research Journal, "Hospitals Outsourced Food Services in Ministry of Health: A Patient satisfaction Survey", 2013.
17. Reviewer for International Journal of Economics & Management, "Residents' Needs and Organisers' goals towards the organization of Monsoon Cup event, Malaysia", 2013.
18. Reviewer for International Food Research Journal, "The relationship of Human Resource Practices and employee's Intention to Stay in Kuala Lumpur Hotel Industry", 2013.
19. Chief panelist at Journal Manuscripts evaluation Workshop for IPPH, 2013.
20. Reviewer for IJEM, UPM 'A dashboard for measuring Customers' Expectation in Higher Education, 2014
21. Reviewer for IJEM, UPM 'Effect of Charismatic Leadership and Trust-In-Leaders on Union Participation: A Conceptual Approach), 2014

22. Reviewer for Journal of Food Technology Research 'Valorization of Hazelnut cultivation framework in Turkey: support and model guidelines from the Italian experience, 2014.
23. Papers Reviewer for International Hospitality and Tourism Conference, UiTM (IHTC 2014)
24. Reviewer for IJEM Special Edition, 2014.
25. Reviewer for iSMSC 2015, Improving User Complaint Management System and Satisfaction Level Via reader Friendly Linguistic Features.
26. Reviewer, OALib Journal, Measuring Client Satisfaction towards cafeteria services in Primary Health care setting: A cross section study among patients and health care providers in Bintulu, Sarawak.
27. Reviewer for 5th INCORMAR 2015.
28. Chairing a session at 5th INCORMAR 2015, Penang.
29. Delivering talks at Faculty of Food Science and Nutrition, Universiti Malaysia Sabah, Kota Kinabalu entitled Spicing up Your Research Endeavor: Be a Pragmatic Food Researcher & Food Service Industry in Malaysia at a Glance, 7th October 2015.
30. Chairing a session at (ICSEBS 2015) Malang, Indonesia. 24 – 26 NOVEMBER 2015.
31. Reviewer for 1st IFGC 2016.
32. Reviewer for IHTC & 2nd Seminar on Tourism (ISOT) 2016.
33. Reviewer for Tourism Management Perspectives; How willing/unwilling hotels' staff to be empowered?
34. Reviewer for Journal of Contemporary Hospitality Management, Examining Operating Efficiency of US Hotels; a window DEA approach.
35. Title: The Dining Experience of Beijing Roast Duck: A Comparative Study of the Chinese and English Online Consumer Reviews Journal: International Journal of Hospitality Management. 2017
36. Reviewer for International Food Research Journal: Conceptualization of employer brand dimensions in Malaysia luxury hotels. 2017