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A. PERSONAL DETAILS

UMK JOIN DATE	21-Oct-2007
DATE OF APPOINTMENT FOR CURRENT POSITION	30-Oct-2013
DATE OF CONFIRMATION FOR CURRENT POSITION	11-Apr-2016
EDUCATION(S)	<ul style="list-style-type: none"> • (2013) VICTORIA UNIVERSITY, MELBOURNE, AUSTRALIA IJAZAH DOKTOR FALSFAH PEMASARAN ANTABANGSA • (2009) UNIVERSITY OF SYDNEY IJAZAH SARJANA PERNIAGAAN ANTARABANGSA PERNIAGAAN ANTARABANGSA • (2006) UNIVERSITI MULTIMEDIA IJAZAH SARJANA MUDA PERNIAGAAN ANTARABANGSA PENGURUSAN PERNIAGAAN • (2001) SEK MEN KEB DATO' AHMAD MAHER, K.BHARU, KELANTAN SPM
GROUP OF EXPERTISE	<ul style="list-style-type: none"> • Fermentation Technology
AWARD(S)	<ul style="list-style-type: none"> • Award Name: Anugerah Jasa Universiti tahun 2017 (2018) Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	
PROFESIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	<ul style="list-style-type: none"> • ACS3023 - SERVICE MARKETING • ACS4103 - DOMESTIC AND INTERNATIONAL TRADE • ACS4112 - RESEARCH PROJECT (COMMERCE I) • ACS4113 - RESEARCH PROJECT (COMMERCE II) • AES 51003 - ENTREPRENEURIAL MARKETING • AFT1023 - FOUNDATION OF MANAGEMENT • AFT2083 - OPERATION MANAGEMENT • AFT3093 - CORPORATE ENTREPRENEURSHIP • AFT4012 - STUDENT IN ENTERPRISE PROGRAMME (SIEP) • AHS4083 - CURRENT ISSUE IN HOSPITALITY • APT2053 - MANAGEMENT AND DEVELOPMENT OF NEW ENTERPRISES • APT3063 - MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES • APT3073 - RESEARCH METHODOLOGY • APT3083 - STRATEGIC ENTREPRENEURSHIP • APT4098 - PRACTICAL TRAINING • GST7054 - MARKETING MANAGEMENT
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C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	<ol style="list-style-type: none"> 1. CULTIVATION OF GREEN ENVIRONMENTAL AWARENESS TOWARDS CLEANLINESS CITY IN MALAYSIA CO 2024 2. THE IMPACT OF AUTONOMOUS VEHICLES IN PARCEL INDUSTRY IN KEDAH CO 2022 3. MEDIATING EFFECT OF TEACHER'S SELF-EFFICACY AMONG PRIMARY SCHOOL TEACHERS: IS IT SIGNIFICANTLY RELATED? CO 2022 4. THE DETERMINANTS OF MOBILE MARKETING SERVICES ACCEPTANCE AMONG GEN-Y CONSUMERS CO 2020-12-29
PROCEEDING(S)	<ol style="list-style-type: none"> 1. POPULATION SIZE DETERMINATION USING PHOTOGRAPHIC ESTIMATION FOR THE CONSERVATION OF CAVE NECTAR BAT (EONYCTERIS SPELAEA) AT GUNUNG RENG, KELANTAN, MALAYSIA CO 2021-09 2. DETERMINANTS OF ELECTRONIC WORD OF MOUTH AND THE MEDIATING EFFECT OF BRAND IMAGE AMONG AIRLINE CUSTOMERS IN MALAYSIA CO 2023 3. FACTOR ACCEPTING INTERNET OF THINGS (IOT) AMONG GENERATION Y CO 2023 4. MEASURING CUSTOMER SATISFACTION USING MARKETING MIX STRATEGY ON INSURANCE CLIENTS CO 2023 5. OPTIMIZATION OF BINDING, WASHING AND ELUTION BUFFER FOR DEVELOPMENT OF DNA ISOLATION KIT CO 2020-12-28
BOOK(S)	<ol style="list-style-type: none"> 1. KEUSAHAWANAN DAN KEPIMPINAN WANITA: SHE BELIEVED, SHE COULD, SO SHE DID. CO 2022 2. BEEHIVE SOCIAL INNOVATION PROGRAM: AN ENTREPRENEURIAL IMPACT CO 2022
CHAPTER(S)	<ol style="list-style-type: none"> 1. KISAH 8 DATO' HAJI MAH HASSAN HAJI OMAR - PEGUAM CARA TERANG DALAM GELAP CO 2020
OTHER(S)	<ol style="list-style-type: none"> 1. MAHASISWA KUASAI BAHASA KETIGA LEBIH BERUNTUNG CO 2024-04-02 2. MEMBANTU PEKERJAAN, AI MENINGKATKAN DAYA SAING DI TEMPAT KERJA CO 2024-10-06 3. UMK INTERNATIONAL AT GLIMPSE 2ND EDITION 2024 CO 2024-06 4. UMK INTERNATIONAL AT A GLANCE 3RD EDITION CO 2024-09 5. MENJELANG 2025, BAGAIMANA KEBERLANJUTAN INDUSTRI KERAJINAN KECIL DI MALAYSIA? MAIN 2024-10-07 6. DETERMINANTS OF PURCHASE INTENTION AT HYPERMARKETS CO 2020 7. ATTRIBUTES OF MOTORBIKE RACERS: A CASE STUDY ON MALAYSIAN CUB PRIX CO 2020
RESEARCH(S)	<ol style="list-style-type: none"> 1. IMPLEMENTATION OF ISLAMIC LEADERSHIP ATTRIBUTES IN MALAYSIAN SHARIAH COMPLIANT INVESTMENT ORGANIZATION MEMBER SGJP 2017 2. KAJIAN LATIHAN UPSKILLING DAN RESKILLING UNTUK PELUANG PEKERJAAN GOLONGAN BELIA MEMBER KERAJAAN 2020 3. KAJIAN SOSIO EKONOMI DI TAMU WARIS UNIVERSITI MALAYSIA KELANTAN MEMBER UMKSIR 2020 4. MOHE STAR BIZ CHALLENGE - TAIKUN MUDA MEMBER KPT 1 5. PRESERVATION OF REBANA KERING OF KAMPUNG LAUT HEAD GERAN ANTARABANGSA 2021 6. SERVICE QUALITY ATTRIBUTES, BRAND PREFERENCE AND CUSTOMER SHARE OF VISIT: AN EMPIRICAL STUDY IN THE UPSCALES MALAY RESTAURANT MEMBER SGJP 2017 7. THE EVALUATION OF SHARIAH-COMPLIANT HOTEL: THE CASE OF KOTA BHARU ISLAMIC CITY, KELANTAN MALAYSIA HEAD SGJP 2017
SUPERVISION	<ul style="list-style-type: none"> • FACTORS AFFECTING CONSUMERS PURCHASE INTENTION OF HERBS BASE PRODUCT VIA SOCIAL MEDIA NETWORK MAIN SUPERVISOR FOR A PHD'S STUDENT • Factors Influence Consumer Acceptance Of Cashless Payment Among Staff Of Universiti Malaysia Kelantan. MAIN SUPERVISOR FOR A MASTER'S STUDENT • KESAN PENGURUSAN SUMBER MANUSIA TERHADAP PRESTASI KERJA CO SUPERVISOR FOR A PHD'S STUDENT • Performance Management And Local Government Administration In Nigeria: The Case Of The District Development Facility And The Functional Organisational Assessment Tool CO SUPERVISOR FOR A MASTER'S STUDENT • RESEARCH ON QUALITY MANAGEMENT OF HOTEL ETIQUETTE SERVICE-BASED ON A START HOTEL MAIN SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON THE MANAGEMENT SYSTEM OF YOUNG TEACHERS IN APPLIED UNIVERSITIES-BASED ON THE PERSPECTIVE OF PERFORMANCE MANAGEMENT CO SUPERVISOR FOR A PHD'S STUDENT • THE RELATIONSHIP BETWEEN ENTREPRENEURSHIP ELEMENTS AND COMPETENCIES CAREER MANAGEMENT AFTER RETIREMENT AMONG MALAYSIA ARMED FORCES OTHERS RANKS CO SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	<ul style="list-style-type: none"> • Product Name: CSEI 2021 Award: SILVER Role: Head Exhibition Name:CRI 2021

D. CONSULTATION

CONSULTATION(S)	1. PERUNDING BAGI PROJEK EIA MEMBER 1
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E. COMMUNITY SERVICES

COMMUNITY SERVICES	
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