

## CURRICULUM VITAE



<b>A. BUTIR-BUTIR PERIBADI</b> <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	Mohhidin bin Othman		Gelaran <i>(Title)</i> : Assoc. Prof. Dr.
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i>	Warganegara <i>(Citizenship)</i> Malaysia	Bangsa <i>(Race)</i> Malay	Jantina <i>(Gender)</i> Male
Jawatan <i>(Designation)</i>	Senior Lecturer	Tarikh Lahir <i>(Date of Birth)</i>	

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
Jabatan Perkhidmatan Makanan dan Pengurusan Fakulti Sains dan Teknologi Makanan Universiti Putra Malaysia 43400 UPM Serdang, Selangor Tel: +603 8946 8363	Fakulti Sains dan Teknologi Makanan Universiti Putra Malaysia 43400 UPM Serdang, Selangor  Tel: +603 8946 8376/ 8366 Fax: +603 8942 3552	E-mail: mohhidin@gmail.com  URL:  H/P: +6017 237 3824

<b>B. KELAYAKAN AKADEMIK</b> <i>(Academic Qualification)</i>			
Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Servsafe Certification	National Restaurant Association	2010	
PhD	University of Strathclyde, Glasgow, Scotland, United Kingdom	2006	Hospitality Management
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	1988	
Bachelor of Science (Hotel and Restaurant Management),	Southern New Hampshire University, Manchester, NH 03102, USA	1986	
Diploma in Chef Training	Universiti Teknologi MARA, 40450 Shah Alam	1983	
Certificate in Hotel and Restaurant Services	Universiti Teknologi MARA, 40450 Shah Alam	1977	

### C. KEMAHIRAN BAHASA *(Language Proficiency)*

Bahasa / Language	Lemah Poor (1)	Sederhana Moderate (2)	Baik Good (3)	Amat Baik Very good (4)	Cemerlang Excellent (5)
English					✓
Bahasa Melayu					✓
Chinese					
Lain-lain <i>(other)</i> :					

### D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN

*(Scientific experience and Specialisation)*

Organization	Position	Start Date	End Date	Expertise

### E. PEKERJAAN *(Employment)*

Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Associate Professor	Department of Food Service and Management	February 2011	June 2019
Universiti Putra Malaysia	Senior Lecturer	Department of Food Service and Management	January 2008	January 2011
Universiti Putra Malaysia	Lecturer	Department of Food Service and Management	August 1997	December 2007
Hotel and Tourism Academy, ITTAR	Consultant	Hotel and Tourism Academy	March 1997	July 1997
Malaysia Productivity Corporation (MPC), Institute of Hotel Management	Consultant	Hotel Management	November 1991	February 1997

MRCS	Advisor & Instructor for Training & Teaching	Food Service/ Catering	February 1989	October 1991
Din's Trading's Off Shore Division	Catering Supervisor	Offshore Catering	November 1983	October 1984
FIMA Rantei Restaurant	Assistant Cook	Japanese Cuisine Kitchen	August 1983	October 1983

F. ANUGERAH DAN HADIAH (Honours and Awards)				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards				
Non-Academic Awards				
Awards of Merit	Excellence Service Award	Universiti Putra Malaysia	University	2010, 2006, 2001, 2013

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)	
Journals	<ol style="list-style-type: none"> <li>1. <b>Othman, M.</b> and Hashim, N. (2005) 'Service quality in the hospitality sector: An overview', <i>Jurnal Produktiviti</i>, 21, 33-58. ISSN No: 01278223</li> <li>2. Hashim, N, Md.Yassin, I, Mohd.Arop, N, Ahmad, M and <b>Othman, M</b> (2006) 'Emerging Service Quality Dimensions of the selected Tourist Destinations', <i>Jurnal Produktiviti</i>, 22, 57-67. ISSN No: 01278223</li> <li>3. Hashim, N, Md.Yassin, I, Mohd.Arop, N, Ahmad, M and <b>Othman, M</b> (2007) 'Examining sources of satisfaction and dissatisfaction of the Malaysian hotel employees using Profile Accumulation Technique' <i>Jurnal Produktiviti</i>, 24, 70-88. ISSN No: 01278223</li> <li>4. Bee Lia, C, <b>Othman, M</b>, 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' <i>Journal of Tourism, Hospitality and Culinary Arts</i>, Vol.1, Issue 2, pp.23-47.ISSN 19858914</li> <li>5. Bee Lia, C, Huey Chern, B, Karim, M.S.A, <b>Othman, M</b> and Ramachandran, S. (2010) 'Using Critical Incident Technique to Identify the Effect Of Servicescape Failure And The effectiveness Of Recovery Strategy On Dining Experience' <i>SEGI Review</i>, Vol.3, No. 1, pp.152-170. ISSN 19855672</li> <li>6. Bee Lia, C, <b>Othman, M</b>, 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' <i>Journal of Quality Assurance in Hospitality and Tourism</i>, Vol.11, Issue 3, pp. 179-198.(Scopus)</li> <li>7. <b>Othman, M.</b>, Foo, L.Y., Ab. Karim, M.S. and Abdul Aziz, Y (2010) 'Total Factor Productivity Efficiency Changes in a Malaysian Hotel', <i>International Journal of Revenue Management</i>, Vol. 4, Nos. 3/4, pp. 327–343. (Scopus)</li> <li>8. Leong, Q. L., Ab. Karim, M. S., <b>Othman, M.</b>, Mohd Adzahan, N. &amp; Ramachandran, S. (2010). Relationships Between Malaysian Food Image, Tourist Satisfaction and Behavioural Intention, <i>World Applied Sciences Journal, Special Issue of Tourism &amp; Hospitality</i>, Vol.10, pp.164-171.</li> <li>9. Foo, L.Y. , <b>Othman, M.</b>, Ab. Karim, M.S. &amp; Ab. Aziz, Y. (2011). Efficiency measurement of a Malaysian hotel Chain Using DEA. <i>Pertanika Journal of</i></li> </ol>

- 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 Tenggek 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 2014 2015*, 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 2014/2015 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. 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)

42. 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.

43. **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

44. Jatuporn Khongtong, Muhammad Shahrin 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)

45. 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)

46. 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

<i>Books/Monographs</i>	1. Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramlan, <b>Mohhidin Othman</b> and Yuhanis Ab Aziz (2013). Customer Service Management, CEM, UPM. ISBN 978-967-11994-2-8.
<i>Chapter in book</i>	<p>1. <b>Othman, M.</b> (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</p> <p>1. <b>Othman, M.</b>, 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</p> <p>3. <b>Othman, M.</b>, 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 &amp; Tourism, Penerbit UPM, pp. 204-212. ISBN 9789673441808.</p> <p>4. Leong, Q. L., Ab. Karim, M. S., <b>Othman, M.</b> 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 &amp; Tourism, Penerbit UPM, pp. 40-50. ISBN 9789673441808.</p> <p>5. <b>Othman, M.</b> 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 &amp; Tourism, Penerbit UPM, pp. 1-16. ISBN 9789673442058.</p> <p>6. Mohd. Shahril, A., Abdul Aziz, Y. and <b>Othman, M.</b> (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. ISSN978-967-5771-88-0.</p> <p>7. Ismail, N.A., Ab. Karim, M.S., <b>Othman, M.</b> 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.</p> <p>8. Abdul Aziz, Y. and <b>Othman, M.</b> (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</p> <p>9. Dahlia binti Zawawi, <b>Mohhidin bin Othman</b>, 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 &amp; Muhammad Shahrin Abdul Karim <i>Trends in Hospitality and Tourism</i> UPM Press, Serdang, pp. 136-147 ISBN 978-967-344-516-5</p> <p>10. A.R. Wan Rusni, W. I., <b>Othman, M.</b>, Russly, A.R., Nitty Hirawaty, K., and</p>

	<p>Suhaimi, A.R. (2016) Halal Malaysia Brand as a Credible and a Powerful Tool in Halal Food Marketing, <i>Civilizational Halal Science</i>, pp. 14-30.</p> <p>11. Majid, M.A.A., <b>Othman, M.</b>, Abdullah, R., &amp; Derani, N. (2016). Components of job satisfaction among offshore catering crew: A preliminary investigation. In Radzi et al. (eds.), <i>Heritage, culture and society: Research agenda and best practices in the hospitality and tourism industry</i>. 173-177. London: CRC Press.</p>
<p><i>Proceedings</i></p>	<ol style="list-style-type: none"> <li>1. Othman, M. and Nickson, D. (2004a) Linking Organizational Culture to Internal Service Quality, in <i>Proceedings of The International Hospitality and Tourism Virtual Conference</i>, University of Strathclyde and Purdue University, <a href="http://www.midc.purdue.edu/ihtvc">http://www.midc.purdue.edu/ihtvc</a>, April.</li> <li>2. Othman, M. and Nickson, D. (2004b) 'The Impact of Organizational culture on Internal Service Quality: a theoretical framework', in <i>Proceedings of The Tourism: State of the Art II Conference</i>, University of Strathclyde, Glasgow, June.</li> <li>3. Othman, M. (2005) 'The Impact of Organizational culture on Internal Service Quality: A case study of three hotels in Malaysia', in <i>Proceedings of International Conference on Tourism and Hospitality: Rejuvenating the industry: Concerns and Tasks Ahead</i>, Penang, Malaysia, November.</li> <li>4. Othman, M. and Hashim, N. (2006) 'Examining Internal Service Quality using Profile Accumulation Technique: A study of three hotels in Malaysia', in <i>Proceedings of International Borneo Business Conference, Kucing, Sarawak, December</i>.</li> <li>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 <i>Proceedings of International Borneo Business Conference, Kucing, Sarawak, December</i>.</li> <li>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 <i>Proceedings of APPACHRIE Conference</i>, Beijing, China, May.</li> <li>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 <i>Proceedings of the 4<sup>th</sup> International Qualitative Research Convention</i>, Petaling Jaya Hilton, Malaysia, September.</li> <li>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 <i>Proceedings of the 17<sup>th</sup> Annual CHME Research Conference, Glasgow, Scotland, May, 793-798</i>.</li> <li>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 <i>Proceedings of the AFBE Conference, SEGI University College, Malaysia, December, pg.101-121.ISSN 1905-8055</i>.</li> <li>10. Foo, L.Y. and Othman, M. (2008) 'Using Data Envelopment Analysis To Measure Efficiency of Hotels In Malaysia', in <i>Proceedings of the AFBE Conference, SEGI University College, Malaysia, December, pg.559-572.ISSN 1905-8055</i>.</li> <li>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 <i>Proceedings of the AFBE Conference, SEGI University College, Malaysia,</i></li> </ol>



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". 4<sup>th</sup>. 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 7<sup>th</sup> APacCHRIE Conference 2009*, Singapore, 28-31 May 2009.

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<i>Other publications</i>	<p><b>1. Othman, M.</b> and Hashim, N. (2007) 'Profile Accumulation Technique (PAT): An alternative tool for assessing service quality dimensions', P&amp;Q, Bil. 96 Mei 2007, 23-27.</p>
<i>Computer software</i>	

<b>H. PROJEK PENYELIDIKAN TERDAHULU</b> <i>(Past Research Project)</i>					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
	Development and Validation of Job Satisfaction Instrument for Offshore Catering Employees in Malaysia	Project leader	2017	Public	Ongoing
	Developing and Managing an Economically Sustainable Mosque Management System: Establishing Lodging and Banqueting Facilities with Water and Energy Efficiency Measures within Modern Mosque Vicinity	Project leader	2015	Public	Ongoing
	Developing and Validating Halal Service Quality Instrument for Malaysian food service Establishments	Project leader	2012	Public	Completed
	Effect of menu Labelling on Consumers' food Choice in Malaysia fast food restaurants	Project leader	2011	Public	Completed
	Acceptability And Marketing Potential Studies On The Improved And Packaged Semi Convenience	Project Member	2010	Public	Completed

	Food Products (Scfp)				
	Perception and Expectation on Innovation of University Food Service	Project leader	2009	Private	Completed