



Fakulti
Pengurusan Hotel
dan Pelancongan

Mohd Hafiz Mohd Hanafiah

PROFESSOR of Tourism Economics



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Researcher ID: **S-9696-2019**

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Scopus Author ID: **55371668100**

Google Scholar
Scopus

h-index: **32**
h-index: **19**

Citations: **4305**
Citations: **1422**

ACADEMIC QUALIFICATIONS

Professional Certification 2018

Certified Hotel Industry Analytics (CHIA)
American Hotel & Lodging Educational Institute

Doctoral Degree 2016

PhD in Hospitality and Tourism Management
Universiti Teknologi MARA, Malaysia

Area: Tourism Economics

Awards: Graduate on Time; Research Excellence Award

Master Degree 2008

Master in Economics
Universiti Malaya, Malaysia

Bachelor Degree 2005

BBA (Hons) Business Economics
Universiti Teknologi MARA, Malaysia

Diploma 2003

Diploma in Investment Analysis
Universiti Teknologi MARA, Malaysia

WORKING EXPERIENCE

Organisation	Universiti Teknologi MARA (UiTM) (2007 – now) Open University Malaysia (OUM) (2007-2011)
Admin Position	Deputy Rector (2024 – now) Industrial Relations, Community, Alumni, and Entrepreneurship Universiti Teknologi MARA Selangor, MALAYSIA Felo (2021– now) Institute for Biodiversity and Sustainable Development (IBSD) Universiti Teknologi MARA, Shah Alam Deputy Dean (2018 – 2023) Research and Industry Linkages Faculty of Hotel and Tourism Management Universiti Teknologi MARA, Puncak Alam, Selangor Coordinator (2016-2018) Research Impact and Visibility Institute of Research Management and Innovation Universiti Teknologi MARA, Shah Alam
Subjects Taught	1) Economics for Hospitality Management 2) Tourism Marketing Communication 3) Tourism Economics 4) Quantitative Data Analysis 5) Structural Equation Modelling (SEM) 6) Research Methodology

PROFESSIONAL MEMBERSHIP

1. Past Board of Director, Islamic Tourism Centre, Malaysia **(2019-2023)**
2. Member, Standard Malaysia (Sustainable Tourism Accommodation) **(2019-now)**
3. Member, Standard Malaysia (Muslim Friendly Hospitality Services) **(2019-now)**
4. Task Force - Ministry of Higher Education of Malaysia **(2019)**
5. Task Force – Tourism Malaysia **(2021)**
6. Member, International Council on Monuments and Sites (ICOMOS)
7. Member, American Hotel & Lodging Educational Institute (AHLEI)
8. Member, Research Ethics Committee (REC), UiTM

ACADEMIC EXCELLENCE

Adjunct Professor

Asia Pacific University of Technology & Innovation (APU), Malaysia
Universitas Negeri Padang, Indonesia

Visiting Professor

Universitas Brawijaya, Indonesia
Sekolah Tinggi Pariwisata Bogor, Indonesia
Universitas Pendidikan Indonesia, Indonesia

Visiting Scholar

Politeknik Pariwisata NHI Bandung, Indonesia

Academic Advisor

Faculty of Applied Social Sciences
Universiti Sultan Zainal Abidin - UniSZA

Faculty of Business, Economics and Social Development
Universiti Malaysia Terengganu, Malaysia

School of Tourism and Hospitality
MDIS College, Malaysia

Faculty of Hospitality and Tourism
Lincoln University College, Malaysia

Editorial

Executive Editor - Journal of Tourism, Hospitality and Culinary Arts (2020-now)

Managing Editor - Journal of Tourism, Hospitality and Culinary Arts (2016-2019)
TEAM Journal of Hospitality & Tourism (2018)

Editorial Board - Tourism and Hospitality Management (**Scopus**)
Asia-Pacific Journal of Innovation in Hospitality & Tourism (**Scopus**)
Journal of Hospitality & Tourism Education (**Scopus**)
Heliyon (**Scopus**)
International Journal of Event Tourism & Hospitality
Journal of Responsible Tourism Management
Journal of Event, Tourism and Hospitality Studies
Journal of Global Business Insights
Journal of Gastronomy, Hospitality and Travel

Scientific Committee

International Hospitality & Tourism Conference, Malaysia
 Hospitality & Tourism Conference, Malaysia
 NHI Tourism Forum, Indonesia
 Global Conference on Services and Retail Management, USA
 International Conference on Responsible Tourism and Hospitality, Malaysia

Journal Reviewer - *Verified by*

Akademika [WOS](#)
 Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT) [Scopus](#)
 Asian Journal of Management Cases [WOS](#)
 Austrian Journal of South-East Asian Studies [Scopus](#)
 Competitiveness Review [WOS](#)
 Current Issues in Tourism [WOS](#)
 Enlightening Tourism: a Pathmaking Journal [Scopus](#)
 Environmental Science and Pollution Research [WOS](#)
 Gadjah Mada International Journal of Business [WOS](#)
 Gateways: International Journal of Community Research and Engagement [MyCite](#)
 Heliyon [WOS](#)
 Infoatics in Medicine Unlocked [Scopus](#)
 International Journal of Applied Management Theory and Research [Scopus](#)
 International Journal of Asian Business and Infoation Management [WOS](#)
 International Journal of e-Politics [WOS](#)
 International Journal of Evaluation and Research in Education (IJERE) [Scopus](#)
 International Journal of Infoation Systems in the Service Sector [WOS](#)
 International Journal of Tourism Policy [Scopus](#)
 International Journal of Tourism Research [WOS](#)
 Internet Research [WOS](#)
 Journal of Hospitality and Tourism Insights [WOS](#)
 Journal of Hospitality and Tourism Management [WOS](#)
 Journal of Islamic Marketing [WOS](#)
 Journal of Modelling in Management [WOS](#)
 Journal of Responsible Tourism Management [MyCite](#)
 Journal of Retailing and Consumer Services [WOS](#)
 Journal of Sustainability Science and Management [Scopus](#)
 Journal of Tourism and Services [WOS](#)
 Jurnal Pengurusan [Scopus](#)
 Landscape and Urban Planning [WOS](#)
 Malaysian Journal of Public Health Medicine [Scopus](#)
 Pertanika Journal of Social Science and Humanities [WOS](#)
 Plos One [WOS](#)
 Register: Jurnal Ilmiah Teknologi Sistem Infoasi [MyCite](#)
 SAGE Open [WOS](#)
 Social and Management Research Journal (SMRJ) [MyCite](#)
 Tourism Management [WOS](#)
 Young Consumers [WOS](#)

Book Reviewer

Universiti Teknologi MARA
Universiti Malaysia Kelantan
Universiti Tun Hussein Onn

Research Grant Reviewer - Fundamental Research Grant (FRGS)

Universiti Teknologi MARA
Universiti Malaysia Kelantan
Universiti Malaysia Terengganu
Taylors University

Awards

- 2024 Anugerah Penerbitan Makalah Jurnal (UiTM)
- 2024 Best Paper Award, 3rd International Conference of Responsible Tourism and Hospitality 2024, Kuching
- 2023 Best Presenter, 3rd Penang International Conference on Hospitality 2023, Penang
- 2022 Best Paper Award, International Hospitality & Tourism Conference (IHTC) 2022, Sabah
- 2022 Best Paper Award, Annual Conference of Sustainable Tourism and Hotel Business 2022, Universitas Negeri Padang, Indonesia
- 2021 Anugerah Akademik Harapan UiTM
- 2020 Best Paper Award International Hospitality & Tourism Conference (IHTC) 2020, Selangor
- 2020 Excellence Award (UiTM)
- 2019 Best Paper Award (Tourism Management) Hospitality & Tourism Conference (HTC) 2019, Kelantan
- 2019 Best Paper Award (Overall) 1st NHI Tourism Forum 2019
- 2018 Best Paper Award (Tourism Management), International Hospitality & Tourism Conference (IHTC) 2018, Kuala Lumpur
- 2017 Graduate on Time Award (Institute of Graduate Studies, UiTM)
- 2017 Excellence Research Award (Institute of Graduate Studies, UiTM)
- 2017 Best Paper Award, Hospitality & Tourism Conference (HTC) 2017, Terengganu
- 2016 Best Paper Award for Track: Current Issues on Tourism, International Hospitality & Tourism Conference (IHTC) 2016, Indonesia
- 2016 Best Paper Award (Overall Best Paper Award), International Hospitality & Tourism Conference (IHTC) 2016, Indonesia
- 2011 Excellence Award (UiTM)
- 2011 The Most Promising Consultant (UiTM)

POSTGRADUATE (RESEARCH) SUPERVISION

Phd in Hotel and Tourism Management

Student Name	Thesis Title	Level of Supervision	Status
Faradewi Bee Binti A. Rahman 2018888014	ELEMENTS INFLUENCING PATISSERIE BUYER TO ONLINE PURCHASE PATISSERIE IN MALAYSIA: AN IMPLEMENTATION OF THEORY PLANNED BEHAVIOUR, THEORY ACCEPTABLE MODEL & UNIFIED THEORY OF ACCEPTANCE & USE OF TECHNOLOGY	Main Supervisor	Completed
Muhammad Aliff Asyraff Bin Kamal Nur Zaman 2018828994	MALAYSIA'S DESTINATION IMAGE TOWARDS BEHAVIORAL INTENTION OF TOURIST: FROM GOVERNMENT / INDUSTRY INITIATIVES PERSPECTIVE	Main Supervisor	Completed
Alyaa Afifah Binti Abu Talib 2016206488	A FRAMEWORK OF SUSTAINABLE FACILITIES MANAGEMENT FOR HOTEL INDUSTRY	Co-Supervisor	Completed
Noradzhar Bin Baba 2018894128	CUSTOMER RESPONSIVENESS & ATTITUDES TOWARDS USAGE OF SELF-SERVICE TECHNOLOGY (SST) IN QUICK SERVICE RESTAURANT	Co-Supervisor	Completed
Saiyid Abdallah Syahir Al-Edrus 2016785822	ACCEPTANCE OF CROWDFUNDING PLATFO IN KUALA LUMPUR USING UTAUT2 MODEL	Co-Supervisor	Completed
Muhammad Nabil Hanif Hassim 2017432656	THE RELATIONSHIP BETWEEN GREEN PRACTICE AND GREEN TRUST OF FIVE-STAR HOTEL SEGMENT	Co-Supervisor	Completed
Safwana Nurwidad Binti Safri 2017688664	STUDENTS' SATISFACTION TOWARDS SERVICE QUALITY OF MASSIVE OPEN ONLINE COURSE (MOOCS) IN MALAYSIA	Co-Supervisor	Completed
Quratul 'Ain Syahirah Binti Awang Ali 2020680364	BUSINESS CONTINUITY PLANNING IN RESPONSE OF THE LOCAL TOUR OPERATORS PERFOANCE TOWARDS THE PANDEMIC IN SABAH	Main Supervisor	Completed
Nurzehan Binti Abu Bakar 2019524421	SMART TOURISTS' BEHAVIOR IN DESTINATION SELECTION	Co-Supervisor	Completed
Aznor Sarah Aqilah Binti Azmadi 2020316151	QR CODE UTILIZATION IN TELUK INTAN HERITAGE TRAIL AS A SMART SUSTAINABLE TOURISM DESTINATION: EXTENDING UTAUT2 WITH SUSTAINABILITY, SATISFACTION AND BEHAVIOURAL INTENTION	Co-Supervisor	Completed

Dina Hariani 2020299394	MUSLIM-FRIENDLY TOURISM IN ACEH: EXPLORING STAKEHOLDERS PERCEPTIONS AND IMPLICATIONS	Main Supervisor	Completed
Hendri Azwar 2019499732	COMMUNITY-BASED TOURISM: A QUALITATIVE ASSESSMENT OF THE AGAM REGENCY WEST SUMATRA- INDONESIA PERSPECTIVES AND FUTURE DEVELOPMENT	Main Supervisor	Completed
Noorhaiza Bt Masri 2021251018	AN INCLUSIVE SUSTAINABLE B40 COMMUNITY LIVELIHOOD FRAMEWORK FOR RURAL MARINE AND COASTAL TOURISM DESTINATION DEVELOPMENT	Main Supervisor	VIVA
Tritjahjani Juke Sjukriana	ONLINE TRAVEL AGENCY (OTA): CORPORATE CUSTOMERS' PURCHASE INTENTION (CASE STUDY OF MICE INDUSTRY IN INDONESIA AND SOUTHEAST ASIA COUNTRIES)	Main Supervisor	VIVA
Bafadhal Aniesa Samira	THE DEVELOPMENT, VALIDATION, AND EVALUATION OF MUSLIM-FRIENDLY TOURISM MOBILE APPLICATIONS SERVICE QUALITY (MTOUR-MAPPS-QUAL) SCALE	Main Supervisor	VIVA
Muhammad Zulhilmi Bin Zulkurnain	DARK TOURISM DESTINATION? EFFECT ON DESTINATION ATTRIBUTES AND VISITOR EXPERIENTIAL ATTRIBUTES AS DRIVING FORCES OF REVISIT INTENTION AND RECOMMEND AMONG MILLENNIAL TOURIST WITH MODERATING ROLE OF NEUROTICISM. A CASE STUDY OF WAR MUSEUM PENANG, MALAYSIA	Main Supervisor	VIVA
Hazmal Bin Ismail	ONLINE DELIVERY OF HOSPITALITY AND TOURISM PROGRAMMME IN MALAYSIA: EXPLORING THE READINESS, ADOPTION ATTITUDE, LEARNING OUTCOMES AND MODERATING EFFECT OF CHALLENGES TOWARD CONTINUANCE INTENTION	Main Supervisor	VIVA
Mohd Rizwan Bin Abd Majid 2020593101	THE EFFECTS OF CUSTOMER EXPERIENCE TO CUSTOMER SATISFACTION AND REVISIT INTENTION POST COVID 19: THE CASE OF MALAYSIA HOTEL	Main Supervisor	VIVA
Faieznor Binti Mohd Nasir	RESIDENTS' ATTITUDE AND THEIR SUPPORT TOWARDS TOURISM DEVELOPMENT IN PULAU AMAN	Main Supervisor	Proposal

Puteri Aisyah Kissandra Micheal Abdullah 2019619582	AN EMPIRICAL STUDY ON THE FINANCIAL BEHAVIOUR OF SMALL AND MEDIUM SIZED COMPANIES IN MALAYSIA IN THE LAST FIVE (5) YEARS (2014 – 2018)	Co-Supervisor	Proposal
Ameleya Binti Muhammad Ghazali 2021620816	YOUTH TOURIST'S INTENTION TO ADOPT VIRTUAL REALITY AND AUGMENTED REALITY IN CULTURAL HERITAGE DESTINATION IN MALAYSIA	Co-Supervisor	Proposal

Master in Hotel and Tourism Management – by Research

Student Name	Thesis Title	Level of Supervision	Status
Nazmeen Fatima Binti Istekhar Ahmad	A STUDY ON THE EFFECTS OF SOCIAL MEDIA MARKETING STRATEGIES ON BRAND EQUITY AND CUSTOMER BEHAVIOUR IN THE TRAVEL AGENCY INDUSTRY	Main Supervisor	Completed
Nhajril Bin Kamaruddin 2020774207	COVID-19 IMPACTS ON POST-PANDEMIC OUTBOUND TRAVEL BEHAVIOUR	Main Supervisor	Completed
Mohd Ahadan Bin Md Nooh 2019869866	CASH TRANSFER AS A SOCIAL PROTECTION STRATEGY IN SOUTHEAST ASIA: A STUDY OF MALAYSIA	Co-Supervisor	Completed
Amirah Binti Mohd Shahril 2019535777	BRANDING LANGKAWI AS A LUXURY ISLAND DESTINATION.	Co-Supervisor	Completed

POSTGRADUATE THESIS EXAMINER

Internal - UiTM

Student Name	Thesis Title	Year	Level	University
Mohammad Ridhwan Nordin	DESTINATION IMAGE, PERCEIVED VALUE, SATISFACTION AND QUALITY OF LIFE: DOMESTIC ECOTOURIST PERSPECTIVE ON PROTECTED PARK	2021	PhD	UiTM
Mohammed 'Izzuddin Bin Ismail	SUSTAINABILITY OF TOURISM INDUSTRY IN MALAYSIA: AN APPLICATION OF WAQF MODEL	2021	MSc	UiTM
Sherrymina Anak Kichin	MODERATION EFFECT OF PLACE ATTACHMENT TOWARDS RESIDENTS' DESTINATION IMAGE AND PRO-TOURISM BEHAVIOUR	2021	PhD	UiTM

External

Student Name	Thesis Title	Year	Level	University
Tang Jinhui	AN INTEGRATED MODEL OF ETHNIC VILLAGE RESIDENTS' SUPPORT FOR SUSTAINABLE TOURISM DEVELOPMENT: A CASE OF LONGJI SCENIC AREA	2024	PhD	Taylors University
Muhammad Zeeshan	ANTECEDENTS AND OUTCOMES FOR TOURIST PARTICIPATION IN DIGITAL COCREATION AND TOURIST SATISFACTION: AN EMPIRICAL EVIDENCE FROM TOURISM INDUSTRY OF PAKISTAN	2024	PhD	Universiti Malaysia Terengganu
Claudio Calero	FORECASTING AUSTRALIAN REGIONAL TOURISM COMPETITIVENESS	2024	PhD	Victoria University, Australia
Sun Yao	THE INFLUENCE OF INTERNAL COMMUNICATION ON EMPLOYEE ADVOCACY ON SOCIAL MEDIA THROUGH EMPLOYEE ENGAGEMENT IN CHINESE FIVE-STAR HOTELS	2024	PhD	Taylors University
Mohd Asyraf Mohd Noor	THE EFFECT OF DESTINATION IMAGE AND PERCEIVED RISK ON TRAVEL INTENTION	2023	MSc	Universiti Malaysia Kelantan
Xiong Shammai	RESIDENTS' SUPPORT FOR NIGHT-TIME TOURISM IN NANCHANG, CHINA: THE ROLE OF TOURISM IMPACT, SUBJECTIVE WELL-BEING AND EMOTIONAL SOLIDARITY	2023	PhD	Taylors University
Chen Lei	THE EFFECT OF TRAVEL VLOG ON SILVER TOURISTS PURCHASE INTENTION: A SOR MODEL APPROACH	2023	PhD	Taylors University
Mangruwa Rajiv Dhaa	THE SUSTAINABILITY OF HOTEL BUSINESS AND ONLINE TRAVEL AGENT DURING THE PANDEMIC CRISIS IN INDONESIA THROUGH 4P RECOVERY STRATEGY	2022	PhD	Universiti Teknologi Malaysia
Siti Murni Mat Ali	CONTRIBUTING FACTORS TOWARD SCUBA DIVERS' SATISFACTION AND WILLINGNESS TO RECOMMEND IN REDANG ISLAND, TERENGGANU, MALAYSIA	2022	MSc	Universiti Malaysia Terengganu

Liu Yanying	COMMUNITY RESIDENTS' SUPPORT FOR THE SUSTAINABLE DEVELOPMENT OF CULTURAL HERITAGE TOURISM: A MIXED METHOD RESEARCH	2022	PhD	Taylors University
Raini Anne Laipan	THE IMPACT OF SERVICE QUALITY ON CUSTOMER EXPERIENCE	2022	PhD	Universiti Malaysia Sabah
Yang Yang	THE TOURIST SATISFACTION AND EWOM OF DUTY-FREE SHOPPING IN HAINAN, CHINA: DOMESTIC TOURIST PERCEIVED VALUE PERSPECTIVE	2022	PhD	Taylors University
Mohd Faizal Bin Md Salleh	THE INFLUENCE OF FOOD TOURISM MOTIVATIONS TOWARDS REVISIT INTENTION ON HIPSTER CAFÉ THROUGH CUSTOMER SATISFACTION	2022	MSc	Universiti Teknologi Malaysia
Chang Yee Shan	INVESTIGATING THE INFLUENCE OF TOURIST BEHAVIOURAL INTENTIONS TOWARDS SMART TOURISM TECHNOLOGIES IN CHINA	2021	PhD	Taylors University
Lei Chun	THE EFFECTS OF ROBOT SERVICE ON HOTEL CUSTOMER 'S SERVICE EXPERIENCE ASSESSMENT	2021	PhD	Taylors University
Lu Shiwen	EXAMINING THE FACTORS AFFECTING CONSUMERS' USE OF FDAS	2021	PhD	Taylors University
Noorfaizah Md Zainuddin	THE EMBOK MODEL APPROACH AND RISK MANAGEMENT IN MALAYSIAN ADVENTURE TOURISM BUSINESSES	2021	DBA	Universiti Teknologi Malaysia
Nik Alif Amri Bin Nik Hashim	THE DETERMINANTS OF TOURIST TRAVEL INTENTION IN MALAYSIA: THE ROLE OF PERCEIVED RISK AND DESTINATION IMAGE	2020	PhD	University of Queensland, Australia
Aishath Shany Habeeb	EFFECTIVENESS OF STORYTELLING IN TOURISM DESTINATION MARKETING THROUGH VIRTUAL REALITY: PERCEPTION OF TOURISM EXPERTS, MARKETERS & VR CONTENT CREATORS	2020	MSc	Taylors University

Anis Abd Razak	ATMOSPHERIC EXPERIENCE, SATISFACTION TOWARDS VISITOR LOYALTY OF THEME PARK IN MALAYSIA	2019	PhD	UniKL
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RESEARCH GRANTS

Year	Research Grant Title	Status	Grant	Role	Amount (RM)
2024	EXPLORING INTEGRATED APPROACHES IN BOOSTING RESILIENCE AMONG ECOTOURISM OPERATORS THROUGH LOCALLY-ROOTED BUSINESS CONTINUITY MANAGEMENT PRACTICES	Active	FRGS	Leader	102,100
2024	Mentoring Hospitality And Tourism Subject Matter Expertise: Leveraging Top 2 Percent Scientist In Augmenting Uitm Visibility And Brand	Active	VCSP	Leader	10,000
2023	Kajian Indeks Keselamatan Sempadan Negara (IKSN) 2023	Active	SRP	Member	350,000
2022	Revitalizing tourism crisis management strategies for Selangor's homestay business amid Covid-19 era	Active	DUCS	Member	20,000
2022	The future of medical tourism in Malaysia post pandemic: Exploring medical tourism facilitator, hospital and government perspectives	Active	MyRA	Member	20,000
2021	Establishing a unified Blue Tourism Framework as an integrated economic-inclusive and sustainable marine and coastal tourism development approach	Active	FRGS	Leader	94,000
2021	Establishing an Institutional Model of Affordances and Ecotourism Destination Performance and Sustainability in Malaysia	Active	FRGS	Member	63,200
2021	Developing Digital Transformation Model within Sectoral Supply	Active	FRGS	Member	88,200

	Chain to Enhance Digital Technology-Based Tourism in Malaysia				
2021	Assessing The Impact Of Fundamental Research Grants Acquisition On Researcher's Productivity And Capacity Building	Active	YTRG	Leader	30,000
2021	Understanding Malaysian Post-Covid19 Tourist's Travel Behaviour, Preferences, And Willingness To Travel	Active	Mitrans	Leader	5,000
2020	Conceptualising Blue Tourism in Foing Pangkor 'Duty-Free' Island Inclusive and Sustainable Growth	Active	GPK	Leader	10,000
2020	Building Domestic Tourism Resilience: The Efficacy of Prioritising Domestic Tourism In Restraining Leakages From Outbound Travel	Active	GPK	Member	10,000
2020	Indigenous Peoples and Tourism Business Entrepreneurship: Exploring the Influence Of Indigenous Personality, Sense Of Community, And Entrepreneurship Traits On Their Participation In Tourism-Related Businesses	Active	GPM	Leader	10,000
2020	The Development of Sustainable Community Based Tourism in Tuba Island, Malaysia	Active	UNNES	Member	20,000
2020	Pineapple Sauce Commercialization Project	Active	COMM	Member	62,000
2020	Social Commerce and Women In Business: Creating Social Channels For Rural Pastry Products	Active	DUCS	Member	10,000
2019	Smart Sustainable Tourism Destination Model Integrating Visitors Perspectives	Active	FRGS	Member	83,200
2019	Attracting Turkish Tourist to Malaysia: Understanding Their Expectation, Motivation and Decision Making Behaviour	Completed	ITC	Leader	39,000
2019	Implementation of Investment Return Measurement for	Completed	FRGS	Member	250,000

	Research, Development and Commercialization				
2019	Developing Langkawi as Luxury Island	Completed	FRGS	Member	62,000
2018	Impak Penyelidikan dan Visibiliti	Completed	Lestari	Leader	10,000
2018	Enhancing Academics Visibility in UiTM	Completed	Lestari	Member	20,000
2018	Responsible Tourism Practices and Socioeconomic Well-Being of Malaysian Homestay Operators	Completed	Bestari	Leader	45,000
2018	Pendekatan Kreatif Meningkatkan Visibiliti dan Kolaborasi - C 2	Completed	Lestari	Member	20,000
2017	Meeting the Demand of High-End Tourists: Exploring the Supply Gap of Luxury Car Rental	Completed	Lestari	Member	20,000
2016	Perfoance-Based Destination Competitiveness: Revisiting Tourism Destination Competitiveness Theory	Completed	FRGS	Member	72,600
2016	Deteinants on Perfoance Based Tourism Destination Competitive Framework	Completed	RAGS	Member	50,000
2015	Characterization and Assessment of Responsible Tourism Practice	Completed	RAGS	Member	50,000
2014	Exploring the Application of Social Exchange and Organizational Support Theory On Discretionary and Non-Discretionary Human Resource Practices towards Hotel Employees Attitudinal, Behavioral Outcomes and Fi Perfoances.	Completed	RIF	Member	20,000
2014	Identification of Aesthetic Design Features in Boutique Hotel	Completed	RAGS	Member	50,000
2014	The Motivation of Malaysian Outbound Travellers	Completed	RIF	Project Leader	20,000
2014	Adoption and Implementation of Responsible Island Tourism Practice	Completed	FRGS	Member	62,000
2012	Study on Selected Tourism Events	Completed	RIF	Project Leader	20,000
2011	Motivation Towards Outbound Tourism: A Study of Malaysian Tourists	Completed	RIF	Project Leader	5,000

2011	Consumer Perception Towards Service Failure, Service Recovery Strategies and Behavioral Intentions on Hotel UiTM, Shah Alam	Completed	RIF	Project Leader	5,000
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CONSULTATION WORK

Year	Research Project	Source	Funds ()
2024	Kajian Penilaian Dan Pemprofilan Destinasi Pelancongan Shah Alam	Majlis Bandaraya Shah Alam	36,000
2020	Projek Pengkomersilan Nanas UiTM	BITCOM UiTM	30,000
2020	Program Latihan Time Management	BITCOM UiTM	8,300
2020	Food Handling & Management Module	SeedLAB Petronas	4,400
2020	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Majlis Rumah Terbuka Tahun Baru Cina MoTAC"	Ministry of Tourism & Culture Malaysia	14,000
2019	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Majlis Rumah Terbuka Krismas MoTAC"	Ministry of Tourism & Culture Malaysia	14,000
2019	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Majlis Rumah Terbuka Deepavali MoTAC"	Ministry of Tourism & Culture Malaysia	14,000
2019	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Majlis Rumah Terbuka Aidilfitri MoTAC"	Ministry of Tourism & Culture Malaysia	14,100
2017	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Citrawarna Festival 2017"	Ministry of Tourism & Culture Malaysia	14,900
2017	Special Academic Program Between Walailak University, Thailand	Walailak University, Thailand	290,011
2016	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Citrawarna Colour of 1Malaysia 2016"	Ministry of Tourism & Culture Malaysia	19,800
2013	Kajian ke Atas Pelancong Tempatan dan Antarabangsa untuk acara Citrawarna 2013	Ministry of Tourism & Culture Malaysia	39,540
2013	Kajian ke Atas Pelancong Tempatan dan Antarabangsa Sempena Acara Magic of the Night 2013	Ministry of Tourism & Culture Malaysia	44,663
2013	Kajian Impak Acara Sempena Karnival Pelancongan LIMA 2013	Ministry of Tourism & Culture Malaysia	49,000
2012	A Survey on International Tourist Arrivals Statistics in Selangor	Tourism Selangor	100,000

2012	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Malaysia International Shoe Festival 2012"	Ministry of Tourism Malaysia	47,000
2012	A Survey on Domestic and Foreign Tourists' Attendance and Feedback During "Citrawarna Colour of 1Malaysia 2012"	Ministry of Tourism Malaysia	37,500
2012	A Survey on Domestic and Foreign Tourists' Attendance And Feedback During "Malaysia International Tourism Exchange 2012"	Ministry of Tourism Malaysia	42,000
2012	A Survey On Domestic And Foreign Tourists' Attendance And Feedback During "1Malaysia Floria Night Parade 2012"	Ministry of Tourism Malaysia	47,300
2011	A Survey on Domestic And Foreign Tourists' Attendance And Feedback During "Karnival Pelancongan LIMA 2011"	Ministry of Tourism Malaysia	49,000
2011	A Survey on Domestic And Foreign Tourists' Attendance And Feedback During "Tarian Cuti Cuti 1Malaysia 2011"	Ministry of Tourism Malaysia	49,500
2011	A Survey on Domestic And Foreign Tourists' Attendance And Feedback During "1Malaysia Fabulous Food Festival 2011"	Ministry of Tourism Malaysia	45,600
2011	A Survey On Domestic And Foreign Tourists' Attendance And Feedback During "1Malaysia Lantern Festival 2011"	Ministry of Tourism Malaysia	43,400
2010	Malaysia Budget Hotel (Johor Chapter) Funding 2008 by Malaysian Budget Hotel Association and Research Management Institute, UiTM Malaysia	Malaysian Budget Hotel Association	260,000
2010	Malaysia Technical Cooperation Programme (MTCP) Funding 2009 by Malaysia Islamic Tourism Centre and Research Management Institute, UiTM Malaysia.	Islamic Tourism Centre Malaysia	220,000

INVITED / KEYNOTE SPEAKER

Date	Topic	Organisation
2024	Keynote Speaker – International Conference of Responsible Tourism and Hospitality	Reborn Sarawak
2023	Speaker - Smartpls Workshop	UniSZA
2023	Speaker - Webinar "Salam Olahraga, Salam Pariwisata".	Universitas Terbuka
2023	Speaker - World Class University Program 2023	Universitas Andalas

2023	Speaker – 5 th Hospitality and Tourism Conference (HTC) 2023	UiTM
2023	Speaker - 3rd" NHI Tourism Forum	Poltekpar Bandung
2022	Speaker - Kursus Peningkatan Kemahiran E-Tourism	KOLEJ VOKASIONAL MALAYSIA
2022	Speaker – Embracing UNWTO Priorities For Tourism Recovery Of The MICE Industry In Malaysia	Universiti Teknologi MARA
2022	Panel Speaker - International Conference On Responsible Tourism And Hospitality (Icrth) 2022	UCSI University
2022	Keynote Speaker - 3rd International Postgraduate Research Conference 2022	Universiti Sultan Zainal Abidin
2022	Speaker – 3rd GREAT International Summer Course 2022	Vocational College Universitas Gadjah Mada
2021	Speaker – Panelist Discussion – World Islamic Tourism Conference 2021	Islamic Tourism Centre
2021	Taskforce Members – Tourism Malaysia Marketing Plan 2022-2025	Tourism Malaysia
2021	Speaker – Effective Postgraduate Supervision (Zon Utara)	UiTM
2021	Advisor – Strategic Development Plan of Islamic Tourism Blueprint 2022-2025	Islamic Tourism Centre
2021	Judge – International Joint Conference Hospitality and Tourism 2021	UiTM
2021	National Judge – Sarawak Youth Talent 2021	UCSI Malaysia
2021	Speaker – Young Researcher Seminar	TNCPI, UiTM
2021	Speaker – Publication for Graduation	UiTM
2021	Speaker – Effective Postgraduate Supervision (Zon Tengah)	UiTM
2021	Speaker – Research Ethics Application	FSPI, UiTM
2021	Speaker – Publication for Graduation	UiTM
2021	Moderator – Travel Global Summit	ITC & CrescentRating
2021	Chairing Speaker - International Conference on Responsible Tourism and Hospitality 2021	Ministry of Tourism, Sarawak
2021	Expert - Opinion Verification for Postgraduate Research	Universiti Malaysia Sabah
2021	Chairing Speaker - International Conference of Responsible Tourism and Hospitality (ICRTH) 2021	MOTAC Negeri Sarawak
2021	Speaker – Research Ethics Application	FSSR, UiTM
2021	Speaker - How To Write A Good Analysis For Your Dissertation?	FSPU, UiTM
2021	Keynote – Hospitality and Tourism Recovery Strategy During Covid-19 Pandemic Situation	STP Bogor, Indonesia
2020	Speaker - Business Events Strategic Marketing Plan 2021-2030	MyCEB

2020	Speaker - The Opportunities In Publication, Funding And Incentive	Parth Mimaropa, Philippines
2020	Moderator: Bicarawara Transfoasi UiTM Siri 5	BTU, UiTM
2020	Speaker: COVID and tourism industry resilience	UniSHAMS
2020	Speaker: REC Awareness drive with the Faculty of Music	REC UiTM
2020	Panelist: WHOLE2020 HYBRYD FORUM 1 - "Rethink, Reconnect & Reinvent Domestic Tourism"	Tourism Penang
2020	Keynote Speaker: 7th International Conference on Hospitality and Tourism Management 2020 (ICOHT 2020)	International Institute of Knowledge Management (TIKM)
2020	Speaker: COVID19 - Turning Covid-19 Crisis into Opportunities for the Hospitality and Tourism Students	First City University College
2020	Speaker: COVID-19: How the Selangor tourism industry should bounce back?	Tourism Selangor
2020	Speaker: Bengkel Penulisan Kertas Cadangan Penyelidikan Geran Pembangunan Kerjaya	Fakulti Filem, Teater dan Animasi
2020	Moderator: Webinar-Post MCO Recovery: Reinvent the Tourism Industry	Ministry of Tourism, Arts and Culture
2020	Panellist Speaker: AIMS Review Conference	Dongguk University(Gyeongju)
2020	Speaker: Preparing for Your Thesis Defence: Guidance For Business Students	UCSI University
2020	Speaker: COVID19 - Turning Covid-19 Crisis into Opportunities	IMT-GT Conference: Managing the Impact Of Covid-19 On IMT-GT Tourism Cooperation
2020	Speaker: Introduction to PLS-SEM Data Analysis	UiTM
2020	Speaker: Research Writing Tips	APIEM Asia Pacific Institute for Events Management
2020	Speaker: Converting FYP into publishable Journal Articles	Pejabat P&I, UiTM Cawangan Selangor
2020	Speaker: Publishing in top-tier Journal	Community of Research, UiTM
2020	Keynote: Malaysia Crisis Readiness and Tourism Sustainability	Politeknik Tuanku Syed Sirajudin, Arau
2019	Speaker: Getting your research article published	Malaysia Institute of Transport (MITRANS), UiTM
2019	Speaker: Publishing in top-tier Journal	Universiti Malaysia Terengganu
2019	Speaker: Calculating ROI from tourism event	Ministry of Tourism, Arts & Culture Malaysia

2019	Speaker: Publishing in top-tier Journal	Universiti Sultan Zainal Abidin (UniSZA), Terengganu
2019	Speaker: Detecting and Avoiding Plagiarism	Institute of Graduate Studies, UiTM
2019	Speaker: Calculating ROI for the tourism industry	Muslim Friendly Tourism (MFT) Forum @ MIHAS 2019
2019	Speaker: Research Impact and Visibility	UiTM Seremban, Negeri Sembilan
2019	Speaker: How to create a free website	Fakulti Sains Kesihatan, UiTM Puncak Alam
2019	Speaker: Converting FYP into publishable Journal Articles	Faculty of Hotel and Tourism, UiTM Puncak Alam
2019	Speaker: FYP Thesis Writing	KDU University
2019	Keynote: Publishing in top tier Journal	Universitas Negeri Padang, Indonesia
2018	Speaker: Research Impact and Visibility	UiTM Sabah
2018	Speaker: Research Impact and Visibility	UiTM Sarawak
2018	Speaker: Introduction to PLS-SEM	International Hospitality and Tourism Conference 2018
2018	Speaker: HappyPhD: Managing the Unmanageable Towards GOT	Institute of Graduate Studies, UiTM
2018	Speaker: Research Impact and Visibility	UiTM Melaka
2018	Speaker: Introduction to Hospitality and Tourism Innovation and Invention	Politeknik Merlimau, Melaka
2018	Speaker: Research Impact and Visibility	UiTM Dungun, Terengganu
2018	Speaker: Practical steps to enhance the visibility of an academic journal	Research Management Institute, UiTM
2018	Keynote: Journal Publication Workshop	Universitas Umuslim, Aceh, Indonesia
2018	Speaker: Starting your research: Managing the Unmanageable Towards GOT	Institute of Graduate Studies, UiTM
2018	Speaker: Research Impact and Visibility	Institute of Leadership and Development, UiTM
2018	Speaker: Research Impact and Visibility	Faculty of Medicine, UiTM Sungai Buloh
2018	Speaker: TEAM Talk: Happy PhD	Politeknik Sultan Idris Shah, Perak
2017	Speaker: Inferential Statistics Analysis	UNISEL Selangor
2017	Speaker: Graduating on Time: Tips and Tricks	Institute of Graduate Studies, UiTM

2017	Speaker: Research Impact and Visibility	Research Management Institute, UiTM
2017	Tourism Industry: A Catalyst for Economic Development	UNITAR International University
2017	Speaker: Quantitative Data Analysis and Interpretation	Universiti Utara Malaysia: KL Branch
2016	Speaker: TEAM Talk: Article Publication	Tourism Educators Association Malaysia
2016	Speaker: Quantitative Analysis: Introduction to PLS-SEM	International Cooperatives Association – Asia Pacific (ICA-AP) Research Network
2015	Speaker: Introduction to Quantitative Data Analysis	iCOOP College, Maktab Koperasi Malaysia
2013	Speaker: Managing Consultation Project	RIBU, UiTM
2012	Speaker: Community Based Tourism/TICAD V	Islamic Tourism Centre, MOTOUR
2011	Seminar on Community Based Tourism/TICAD IV	Islamic Tourism Centre, MOTOUR

RESEARCH ARTICLES

Date	Authors and Publication Name
2024	Navigating turbulent waters: The impact of business continuity management (BCM) practices on financial and nonfinancial performance of tour operator companies Awang Ali, Q.S., Hanafiah , M.H., Mogindol, S.H. Journal of Contingencies and Crisis Management, 2024, 32(1), e12550 (Scopus Q2)
2024	Reframing Indigenous tourism entrepreneurial personality, experience, sense of community and challenges in community-based tourism-related business Hanafiah , M.H., Zamzuri, N.H., Sharif, T.I.S.T., Chartrungruang, B.-O. Journal of Enterprising Communities, 2024, 18(2), pp. 327–346 (Scopus Q2)
2024	The competitiveness, challenges and opportunities to accommodate the Halal tourism market: a Sharia-law tourism destination perspectives Hariani, D., Hanafiah , M.H. Journal of Islamic Marketing, 2024, 15(3), pp. 919–942 (Scopus Q2)
2024	A cross-country comparison of Malaysia, Thailand and Indonesia golf tourism experience: a perceptual experience of Malaysian golfers Mohd Ali, A.J., Zahari, M.S.M., Bashir, M.A.A., Hanafiah , M.H. International Journal of Sports Marketing and Sponsorship, 2024, 25(1), pp. 125–141 (Scopus Q2)
2024	Ramadhan street food bazaar shopping: investigating the effect of Malaysian Muslim consumer's visual sensory cues on purchase behaviour and satisfaction Azman, N.I.D.B., Zahari, M.S.M., Hanafiah, M.H., Ferdian, F. Journal of Islamic Marketing, 2024, 15(1), pp. 260–278 (Scopus Q2)
2024	Third World Islamic Tourism Conference (WITC) 2022: inspiring Muslim-friendly balance, transformations and solutions Hanafiah , M.H. Anatolia, 2024 (Scopus Q2)
2024	Overtourism Impacts on Cameron Highlands Community's Quality of Life: The Intervening Effect of Community Resilience Mohd Saufi, S.A., Azinuddin, M., Som, A.P.M., Hanafiah , M.H. Tourism Planning and Development, 2024 (Scopus Q3)
2024	Assessing the reliability and validity of knowledge, attitude, and practice (KAP) assessments on Covid-19 transmission knowledge and preventive measures among ecotourism operators Kaderi, M.A., Zainuddin, N., Saad, N., Hanafiah , M.H., Shariffuddin, N.S.M. Planning Malaysia, 2024, 22(1), pp. 349–363 (Scopus Q2)
2024	Understanding the key drivers in using mobile payment (M-Payment) among Generation Z travellers Hanafiah , M.H., Asyraff, M.A., Ismail, M.N.I., Sjukriana, J. Young Consumers, 2024 (Scopus Q1)
2024	Investigating the effectiveness of conventional hospitality education curriculum in shaping Millennials' career commitment: an empirical inquiry Ferdian, F., Zahari, M.S.M., Abd Fatah, M.O.R., Mat Issa, Z., Hanafiah , M.H. Journal of Teaching in Travel and Tourism, 2024, 24(1), pp. 33–52 (Scopus Q3)

2024	Hotel Workplace Environment, Millennial Culture and Graduates Career Commitment: An Empirical Investigation Ferdian, F., Zahari, M.S.M., Hanafiah , M.H., Patah, M.O.R.A. Journal of Quality Assurance in Hospitality and Tourism, 2024, 25(2), pp. 294–312 (Scopus Q3)
2023	Re-participating in Running Events: The Subjectivity of Runners' Experience Economy Realms Bakar, N.A., Wee, H., Saidin, S.S., Hanafiah , M.H. Asia-Pacific Journal of Innovation in Hospitality and Tourism, 2023, 12(3), pp. 1–18 (Scopus Q4)
2023	To what extent does consumers' perceived health consciousness regarding organic food influence their dining choices at organic restaurants? An empirical investigation Azlie, W.E., Zahari, M.S.M., Majid, H.N.A., Hanafiah , M.H. International Journal of Gastronomy and Food Science, 2023, 34, 100843 (Scopus Q1)
2023	Systematic literature review of Business Continuity Management (BCM) practices: Integrating organisational resilience and performance in Small and medium enterprises (SMEs) BCM framework Awang Ali, Q.S., Hanafiah , M.H., Mogindol, S.H. International Journal of Disaster Risk Reduction, 2023, 99, 104135 (Scopus Q1)
2023	Sustainable Facilities Management (SFM) Initiatives in Malaysia Hotel Industry Talib, A.A.A., Ariff, N.R.M., Hasim, M.S., Hanafiah , M.H., Sivam, A. International Journal of Sustainable Construction Engineering and Technology, 2023, 14(5), pp. 92–107 (Scopus Q4)
2023	The connection between missing school and Indigenous community: challenges and complexities Zamzuri, N.H., Hanafiah , M.H., Suzila, T.I., Mat Nor, N., Rosnan, H. AlterNative, 2023, 19(3), pp. 725–730 (Scopus Q2)
2023	Navigating the tourism digital landscape: The interrelationship of online travel sites' affordances, technology readiness, online purchase intentions, trust, and E-loyalty Mior Shariffuddin, N.S., Azinuddin, M., Yahya, N.E., Hanafiah , M.H. Heliyon, 2023, 9(8), e19135 (Scopus Q1)
2023	Adoption of the Stimulus–Organism–Response (S-O-R) Model in Hospitality and Tourism Research: Systematic Literature Review and Future Research Directions Asyraff, M.A., Hanafiah , M.H., Aminuddin, N., Mahdzar, M. Asia-Pacific Journal of Innovation in Hospitality and Tourism, 2023, 12(1), pp. 19–48 (Scopus Q4)
2023	Understanding tour operators' perception and behaviour towards shopping streets: a qualitative perspective Baharum, B., Zahari, M.S.M., Hanafiah , M.H., Bashir, M.A.A. International Journal of Tourism Cities, 2023, 9(2), pp. 496–514 (Scopus Q3)
2023	A comprehensive review on tourism destination competitiveness (TDC) literature Mior Shariffuddin, N.S., Azinuddin, M., Hanafiah , M.H., Wan Mohd Zain, W.M.A. Competitiveness Review, 2023, 33(4), pp. 787–819 (Scopus Q1)
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2023	Will you be a Honey and Help Us Raise Money?: Investigating Online Crowdfunding Platfos Acceptance, Perceived Trust and Behavioural Intention Al-Edrus, S.A.S., Ahmad, I., Hanafiah , M.H. Management and Accounting Review, 2023, 22(1), pp. 75–104 (Scopus Q4)
2023	Social commerce adoption: a study on consumer's online purchase behaviour of perishable pastry products Rahman, F.B.A., Hanafiah , M.H., Zahari, M.S.M., Jipiu, L.B. British Food Journal, 2023, 125(1), pp. 318–344 (Scopus Q2)
2023	Navigating the digital travel landscape: understanding the role of technology readiness in OTAs acceptance and usage for hotel bookings Azdel, A.A., Awang, K.W., Yusof, R.N.R., Hanafiah , M.H. Asia Pacific Journal of Marketing and Logistics, 2023 (Scopus Q1)
2023	When Central Asian Prefers Langkawi Island: Understanding Luxury Travel Motivations and Behaviour Zain, N.M., Hanafiah , M.H., Zahari, M.S.M. Journal of Tourism and Services, 2023, 14(27), pp. 39–63 (Scopus Q3)
2023	Pro-environmental behavior in tourism and hospitality: science mapping of present and future trends Fauzi, M.A., Han, H., Hanafiah , M.H., Bakar, N.A.A. Journal of Travel and Tourism Marketing, 2023, 40(8), pp. 712–727 (Scopus Q1)
2023	Exploring medical tourism competitiveness in malaysia, thailand, and singapore: the indonesian tourists' perspectives Md Zain, N.A., Hanafiah , M.H., Asyraff, M.A., Ismail, H., Wan Mohd Zain, W.M.A. Planning Malaysia, 2023, 21(6), pp. 313–328 (Scopus Q2)
2023	From crisis to recovery: M alaysia's policy responses to covid-19 and its implications Ahmad, Y., Mustapha, S.Z., Ali, S.S.M., Hanafiah , M.H., Arsat, A.R., Hassan, M.S.N.A. Planning Malaysia, 2023, 21(6), pp. 526–546(Scopus Q2)
2023	Measuring tourist preferences and behavior toward smart tourism destination planning Aqilah Azmadi, A.S., Hamid, M.A., Hanafiah , M.H., Hariani, D., Mior Shariffuddin, N.S. Planning Malaysia, 2023, 21(6), pp. 342–356 (Scopus Q2)
2023	Exploring medical tourism service challenges post-Covid-19: Insights and perspectives from immediate healthcare stakeholders for sustainable business continuity Mutalib, W.A., Md Zain, N.A., Hanafiah , M.H., Mohd Zahari, M.S., Asyraff, M.A. International Journal of Healthcare Management, 2023 (Scopus Q3)
2023	Recreational Cycling Attributes, Perceived Value, and Satisfaction Aizat, M.I., Md Zain, N.A., Hanafiah , M.H., Asyraff, M.A., Ismail, H. Journal of Quality Assurance in Hospitality and Tourism, 2023 (Scopus Q3)
2023	Research note: Tourism event sustainability and value creation Zamzuri, N.H., Azizi, N.F.A., Hanafiah , M.H. Journal of Convention and Event Tourism, 2023, 24(5), pp. 501–518 (Scopus Q3)
2023	Hey, let's go local! How does persuasion knowledge from domestic tourism campaign promotes travel demand? Ismail, N.S., Hanafiah , M.H., Ali, F. Anatolia, 2023 (Scopus Q2)

2023	COMMUNITY-BASED TOURISM (CBT) MOVING FORWARD: PENTA HELIX DEVELOPMENT STRATEGY THROUGH COMMUNITY LOCAL WISDOM EMPOWEENT Azwar, H., Hanafiah , M.H., Ghani, A.A., Azinuddin, M., Shariffuddin, N.S.M. Planning Malaysia, 2023, 21(1), pp. 72–88 (Scopus Q2)
2023	Fast-Food Restaurant Consumer Preferences in Using Self-Service Kiosks: An Empirical Assessment of the 4As Marketing Mix Arsat, A., Hanafiah , M.H., Che Shalifullizam, N.I.F. Journal of Culinary Science and Technology, 2023 (Scopus Q1)
2023	Scuba-diving destination readiness for the disabled-friendly visitors: assessing person with disabilities (PWD) needs and perspectives Samsudin, Y.F., Zahari, M.S.M., Hanafiah , M.H.M., Ferdian, F. Current Issues in Tourism, 2023, 26(22), pp. 3589–3594 (Scopus Q1)
2023	Shifts in heritage tourists' health risk and travel sentiments following COVID-19 pandemic: Evidence from Georgetown UNESCO World Heritage Site Mohammad Nasir, M.B., Azinuddin, M., Hanafiah , M.H.M., Mior Shariffuddin, N.S. Anatolia, 2023, 34(3), pp. 448–451 (Scopus Q2)
2023	Drama tourism: the influence of Korean K-pop dramas characteristics on Malaysian travel motivation and behavioural intention Kamilia, A., Hanafiah , M.H., Zahari, M.S.M. Anatolia, 2023, 34(3), pp. 439–443 (Scopus Q2)
2023	Effects of post-pandemic perceived safety and security and service quality on ferry service's image, satisfaction, and loyalty Hanafiah , M.H., Asyraff, M.A. Anatolia, 2023, 34(2), pp. 280–284 (Scopus Q2)
2022	A Wijaya, SE Pramono, IS Melati, NH Zamzuri, MH Hanafiah Survival Strategy of Indonesian Tourism Business Actors during Covid-19 Pandemic Environment-Behaviour Proceedings Journal 7 (SI8), 89-94 (Web of Science)
2022	M Azinuddin, MB Mohammad Nasir, MH Hanafiah , NS Mior Shariffuddin Interlinkage of Perceived Ecotourism Design Affordance, Perceived Value of Destination Experiences, Destination Reputation, and Loyalty Sustainability 14 (18), 11371 (Scopus Q1)
2022	K Balasubramanian, MH Hanafiah What innovations would enable the tourism and hospitality industry in Malaysia to rebuild? Worldwide Hospitality and Tourism Themes (Scopus Q4)
2022	M Hafiz Hanafiah Framing the future agenda of Blue tourism in sustainable coastal tourism destinations Tourism and Hospitality Management 28 (2), 465-470 (Scopus Q3)
2022	NAM Zain, MH Hanafiah , NA Hamizan, MA Asyraff COVID-19 Safety and Preventive Measures and Social Nos: How It Shaped Airlines Passengers' Trustworthiness Journal of Tourism and Services 13 (24), 90-107 (Web of Science)
2022	TAT Ismail, MSM Zahari, MH Hanafiah , K Balasubramanian Customer Brand Personality, Dining Experience, and Satisfaction at Luxury Hotel Restaurants Journal of Tourism and Services 13 (24), 26-42 (Web of Science)

2022	M Azinuddin, MH Hanafiah , NS Mior Shariffuddin, MKA Kamarudin, An exploration of perceived ecotourism design affordance and destination social responsibility linkages to tourists' pro-environmental behaviour and destination loyalty Journal of Ecotourism, 1-24 (Scopus Q3)
2022	MH Hanafiah , AM Zain, MA Asyraff, GYM Makhasi The roles of technology acceptance, user credibility and Covid-19 perceived health risk in tourist's social media User-Generated-Content usage intention Enlightening Tourism: A Pathmaking Journal 12 (1), 337-365 (Scopus Q4)
2022	SM Shariff, MSM Zahari, MH Hanafiah , N Ishak Traditional gastronomy knowledge transfers among Malay women: an exploratory study Journal of Foodservice Business Research 25 (3), 277-301 (Scopus Q3)
2022	WA Syakier, MH Hanafiah Tour guide performances, tourist satisfaction and behavioural intentions: a study on tours in Kuala Lumpur city centre Journal of Quality Assurance in Hospitality & Tourism 23 (3), 597-614 (Scopus Q2)
2022	MH Hanafiah , MA Asyraff Research note: Effects of post-pandemic perceived safety and security and service quality on ferry service's image, satisfaction, and loyalty Anatolia, 1-5 (Scopus Q2)
2022	NAM Zain, J Connell, MSM Zahari, MH Hanafiah Intra-Regional Medical Tourism Demand in Malaysia: A Qualitative Study of Indonesian Medical Tourists' Rationale and Preferences The Malaysian Journal of Medical Sciences: MJMS 29 (2), 138-156 (Scopus Q3)
2022	ASA Azmadi, M Abd Hamid, MH Hanafiah Rise of the QR code application adoption: Towards a conceptual post-Covid-19 smart sustainable tourism framework International Journal of Social Science Research 4 (1), 478-488
2022	FBA Rahman, MH Hanafiah , MSM Zahari, LB Jipiu Social commerce adoption: a study on consumer's online purchase behaviour of perishable pastry products British Food Journal (Scopus Q2)
2022	NSM Shariffuddin, M Azinuddin, MH Hanafiah , WMAWM Zain A comprehensive review on tourism destination competitiveness (TDC) literature Competitiveness Review: An International Business Journal, EarlyCite (Scopus Q2)
2022	MH Hanafiah , NAM Zain, M Azinuddin, NSM Shariffuddin I'm afraid to travel! Investigating the effect of perceived health risk on Malaysian travellers' post-pandemic perception and future travel intention Journal of Tourism Futures (Scopus Q2)
2022	NA Bakar, H Wee, MH Hanafiah Exploring Memorable Tourism Experiences and Revisit Intentions of Langkawi Island: A Conceptual Model Development Journal of Tourism, Hospitality & Culinary Arts 14 (1), 113-126 (MyCite)
2022	M Azinuddin, NS Mior Shariffuddin, MH Hanafiah , AP Mat Som A systematic literature review on tourism networks, knowledge transfer, absorptive capacity, and performance

	Asia-Pacific Journal of Innovation in Hospitality and Tourism 11 (1), 179-218 (Scopus Q4)
2021	M Sinha, L Fukey, K Balasubramanian, MH Hanafiah , P Kunasekaran & Nathan, N Acceptance of Consumer-Oriented Health Information Technologies (CHITs): Integrating Technology Acceptance Model with Perceived Risk Infoatica (Scopus Q4)
2021	NA Bakar, H Wee, MH Hanafiah Memorable Tourism Experiences (MTEs), Perceived Health Risk and Travel Behaviour? A Conceptual Exploration Review of International Geographical Education Online (Scopus Q3)
2021	MH Hanafiah , M Abd Hamid, H Muttaqim Exploring Aceh Tsunami Museum Visitors' Motivation, Experience and Emotional Reaction Curator: The Museum Journal (Earlycite) (Scopus Q1)
2021	SM Shariff, MSM Zahari, MH Hanafiah , N Ishak Traditional gastronomy knowledge transfers among Malay women: an exploratory study Journal of Foodservice Business Research, 1-25 (Earlycite) (Scopus Q2)
2021	RA Rahman, MSM Zahari, MH Hanafiah , MN Mamat The influence of knowledge on wholesomeness, labelling and trust toward Muslim consumers purchase behaviour of Syubhah semi-processed food products Journal of Islamic Marketing (Earlycite) (Scopus Q2)
2021	ARJ Mohammed, MSM Zahari, MH Hanafiah , ARA Rahman Foreign tourist satisfaction, commitment and revisit intention: exploring the effect of environmental turbulence in the Arab region Journal of Islamic Marketing (Earlycite) (Scopus Q2)
2021	MH Hanafiah* , MR Jamaluddin, V Kunjuran Qualitative assessment of stakeholders and visitors perceptions towards coastal tourism development at Teluk Kemang, Port Dickson, Malaysia Journal of Outdoor Recreation and Tourism 35, 100389 (Scopus Q2)
2021	WA Syakier, MH Hanafiah* Tour Guide Performances, Tourist Satisfaction And Behavioural Intentions: A Study On Tours In Kuala Lumpur City Centre Journal of Quality Assurance in Hospitality & Tourism, 1-18 (Scopus-Q2)
2021	MA Mohamad, MH Hanafiah* , SM Radzi Understanding tourist mobile hotel booking behaviour: Incorporating perceived enjoyment and perceived price value in the modified Technology Acceptance Model Tourism & Management Studies 17 (1), 19-30 (Web of Science)
2021	MH Hanafiah* , AAAA Maek, MSM Zahari Muslim Tourist Behaviour and Intention to Revisit non-Muslim Countries: The Role of Muslim-Friendly Tourism (MFT) Attributes International Journal of Religious Tourism and Pilgrimage 9 (1), 14 (Scopus-Q1)
2021	MH Hanafiah* , AS Balasingam, V Nair, MR Jamaluddin, MSM Zahari Implications of COVID-19 on Tourism Businesses in Malaysia: Evidence from a Preliminary Industry Survey Asia-Pacific Journal of Innovation in Hospitality and Tourism 10 (1), 81-94 (Scopus-Q4)

2021	MAM Nooh, G Subramaniam*, MH Hanafiah Cash Transfer Programme in Malaysia - A Conceptual Analysis International Journal of Academic Research in Business and Social Sciences (ERA)
2021	FBA Rahman*, MHM Hanafiah , M Salehuddin, M Zahari, LB Jipiu Systematic Literature Review on The Evolution of Technology Acceptance and Usage Model used in Consumer Behavioural Study International Journal of Academic Research in Business and Social Sciences (ERA)
2020	MH Hanafiah* , MR Jamaluddin, A Riyadi Local community support, attitude and perceived benefits in the UNESCO World Heritage Site Journal of Cultural Heritage Management and Sustainable Development (Scopus-Q1)
2020	MFM Kamal, MSM Zahari, MH Hanafiah* The Influence of Japanese Work Cultures on Malaysian Foodservice Employees' Work Stress and Their Turnover Intention. The South East Asian Journal of Management (Web of Science)
2020	NZD Mahat & MH Hanafiah* Help Me TripAdvisor! Examining the Relationship between TripAdvisor e-WOM Attributes, Trusts towards Online Reviews and Travellers Behavioural Intentions. Journal of Infoation and Organizational Sciences (Web of Science)
2020	MH Hanafiah Foative Vs. Reflective Measurement Model: Guidelines for Structural Equation Modeling Research International Journal of Analysis and Applications 18 (5), 876-889 (Web of Science)
2020	MSM Zahari, MH Hanafiah* , SNA Akbar, NAM Zain Perception of Tour Operators on the Rural Tourism Products: To sell or not to sell? Journal of Rural and Community Development 15 (2) (Web of Science)
2020	AB Ariffin, MSM Zahari, MH Hanafiah* Adaptive reuse of historic buildings: connecting the links between tourist appreciation and visitation Property Management (Scopus-Q3)
2020	MH Hanafiah* , NAA Hamdan Deteinants of Muslim travellers Halal food consumption attitude and behavioural intentions Journal of Islamic Marketing (EarlyCite) (Scopus-Q2)
2020	N Baba, A Mohd Shahril, MH Hanafiah Self-ordering kiosk usage and post-purchase behaviour in quick service restaurant Journal of Tourism, Hospitality & Culinary Arts (JTHCA) 12 (1), 1-17 (MyCite)
2020	MNI Ismail, MH Hanafiah , MA Hemdi, N Sumarjan, AA Azdel Deteinants of customer acceptance and usage of mobile hotel reservation apps (MHRA): An exploratory factor analysis Journal of Tourism, Hospitality & Culinary Arts (JTHCA) 12 (1), 51-63 (MyCite)
2020	Safwana Nur Widad, Safri Zurinawati Mohi and Mohd Hafiz Hanafiah Massive Open Online Course (MOOC) service quality assessment: Issues and instruments Journal of Tourism, Hospitality & Culinary Arts (JTHCA) 12 (1), 1-9 (MyCite)
2019	N Ishak, MSM Zahari, SA Talib, MH Hanafiah* The influence of biculturalism/integration attributes on ethnic food identity foation

	Journal of Ethnic Foods 6 (1), 21 (SCOPUS-Q1)
2019	N Taufik, MH Hanafiah* Airport passengers' adoption behaviour towards self-check-in Kiosk Services: the roles of perceived ease of use, perceived usefulness and need for human interaction Heliyon 5 (12), 1-9 (SCOPUS-Q1)
2019	MH Hanafiah* , MI Zulkifly Tourism destination competitiveness and tourism performance Competitiveness Review: An International Business Journal 29 (5), 592-621 (SCOPUS-Q1)
2019	AR Abdul Rahman, MSM Zahari, CT Chik, MH Hanafiah Re-patronization at hospital healthy cafeterias: what does it take for the occurrence? British Food Journal 121, no. 8 (2019): 1763-1781 (SCOPUS-Q1)
2019	Hanafiah, M. H. , Jasmi, A. F., Razali, A. H. M., & Sulaiman, M. S The Structural Relationships of Experience Quality, Tourist Satisfaction and Destination Loyalty: The Case Of Pangkor Island, Malaysia Journal of Nusantara Studies (JONUS), 4(1), 186-210. (Web of Science)
2019	MSM Zahari, A Tumin, MH Hanafiah* , HNA Majid How the acculturation of Baba Nyonya community affects Malacca food identity? Asian Ethnicity, 20(4), 486-502, (SCOPUS-Q1)
2018	AF Amir, L Pennington-Gray, D Barbe, MHM Hanafiah Exploring National Tourism Organizations' (NTOs) Use of YouTube to Communicate Information on Destination Safety and Security. International Journal of Academic Research in Business and Social Sciences 8(16), 247–266. (ERA)
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2018	FA Fatah, MSM Zahari, MO Rashdi, A Patah, MHM Hanafiah , A Pasaribu Supporting Attributes and Muslim Customer Purchase Behaviour of Ramadhan Iftar Buffet at Five-star and Four-star Hotels Restaurants. International Journal of Academic Research in Business and Social Sciences 8(17), 24–36. (ERA)
2018	MH Hanafiah* & MR Jamaluddin Student Perception towards In-Class Simulation Games: A Case of Hospitality Investment Simulation. Journal of Tourism, Hospitality & Culinary Arts 10 (1), 73-77. (MyCite)
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