

# ROSLIZAWATI CHE AZIZ, PhD

Associate Professor

FACULTY HOSPITALITY, TOURISM & WELLNESS (FHPK)  
UNIVERSITI MALAYSIA KELANTAN (UMK)  
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**ROSLIZAWATI CHE AZIZ, PhD**  
**ASSOCIATE PROFESSOR**  
**FACULTY HOSPITALITY, TOURISM & WELLNESS (F.H.P.K.)**  
**UNIVERSITI MALAYSIA KELANTAN (UMK)**  
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**ACADEMIC QUALIFICATION:**

2011- 2015	Doctor of Philosophy (Tourism), Universiti Putra Malaysia, Malaysia
2009-2010	Master of Business Administration (Tourism and Hospitality Management) Universiti Utara Malaysia, Sintok, Kedah, Malaysia
2003-2006	Bachelor of Tourism Management (Hons), Universiti Utara Malaysia, Kedah
2000-2003	Diploma in Tourism Management, Polytechnic Johor Bahru, Johor, Malaysia

**ADDITIONAL ACADEMIC/ PROFESSIONAL QUALIFICATION:**

2025	Halal Executive Professional Certificate, Islamic & Religious Department (JAKIM), Malaysia
2024	Certified Human Resource Development Corporation (HRD-Corp) Trainer (#25380), Malaysia.
2023	Certified Professional Wellness Trainer (C.P.W.T.) from Malaysia Association of Wellness Trainers (M.A.W.T.), Malaysia
2021	Certified Hospitality Trainer from Le Cordon Bleu School of Hospitality and Tourism, G D Geonka University, India
2018-2019	Executive Diploma of Entrepreneurship Educator, Universiti Malaysia Kelantan
2019-2020	Tourist Guide Certificate / <i>Malaysian Skills Certificate</i> (Level 3), Skill Development, Department of the Ministry of Human Resources (J.P.K.)
2015-2016	Vocational Training Officer Certificate (V.T.O. Level 3), Skill Development, Department of the Ministry of Human Resources (J.P.K.), Malaysia

## **PREVIOUS EMPLOYMENT:**

2023 - current	Associate Professor (DS14), Faculty of Hospitality, Tourism & Wellness (F.H.P.K.), Universiti Malaysia Kelantan, Malaysia
2017 - 2022	Senior Lecturer (DS51), Faculty of Hospitality, Tourism & Wellness (F.H.P.K.) Universiti Malaysia Kelantan, Malaysia
2016 – 2017	Lecturer (DS45), Faculty of Hospitality, Tourism & Wellness (F.H.P.K.) Universiti Malaysia Kelantan, Malaysia
2010 – 2015	Lecturer (DS45), Faculty of Entrepreneurship & Business (F.K.P.) Universiti Malaysia Kelantan, Malaysia
2008 – 2010	Tutor (DA41), Faculty of Entrepreneurship & Business (F.K.P.) Universiti Malaysia Kelantan, Malaysia
2007-2008	Teacher (DG41), Sekolah Menengah Felda Tembangau, Triang, Pahang

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## **PERSONAL PROFILE LINKS**

1. Publons : <https://publons.com/researcher/3664886/roslizawati-che-aziz/>
2. Web of Science (WoS): <https://www.webofscience.com/wos/author/record/AFB-9992-2022>
3. Scopus : <https://www.scopus.com/authid/detail.uri?authorId=57196275104>
4. ORCID : <https://orcid.org/0000-0002-0401-8553>
5. Research gate : [https://www.researchgate.net/profile/Roslizawati\\_Che\\_Aziz](https://www.researchgate.net/profile/Roslizawati_Che_Aziz)
6. Google scholar : <https://scholar.google.com/citations?user=hM-bTXIAAAAJ&hl=en>
7. Academia <https://universitimalaysiakelantan.academia.edu/RoslizawatiCheAziz>
8. Linked-In : <https://www.linkedin.com/in/roslizawati-che-aziz-5837693b/>
9. Mendeley : <https://www.mendeley.com/impact/roslizawati-che-aziz/>
10. Facebook : <https://www.facebook.com/roslizawati.cheaziz/>
11. You tube : <https://www.youtube.com/channel/UCUpiovoh1wulhYf0ffoQYg>

## CONTRIBUTIONS TO UNIVERSITI MALAYSIA KELANTAN (UMK)

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### Administration Position:

2025 – 2026

Director, Global Entrepreneurship, Research & Innovation Center (GERIC), UMK Entrepreneurship Institute (UMKEI), Malaysia

2025 – 2026

Associate Researcher, Institute of Small and Medium Enterprise (ISME), UMK Entrepreneurship Institute (UMKEI), Malaysia

2022 – 2023

Dean, Faculty of Hospitality, Tourism and Wellness (F.H.P.K.), Universiti Malaysia Kelantan

Sept-Dec 2021

Deputy Director (Curriculum, Academic Development & Evaluation Assessment), Center for Academic Excellence and Development (P.K.P.A.), Universiti Malaysia Kelantan, Malaysia

2016 – 2020

Deputy Dean (Academic & International), Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia

2020 – 2021

Associate Researcher, Institut Penyelidikan dan Pengurusan Kemiskinan (INsPEK), Universiti Malaysia Kelantan

2020 – 2022

Advisor for Mode Industry Program (3u1i); Faculty of Tourism, Hospitality & Wellness, Universiti Malaysia Kelantan & Advisor for Curriculum Review Task Force (M.B.A. & D.B.A. Program) for Malaysian Graduate School for Entrepreneurship & Business (M.G.S.E.B.), Universiti Malaysia Kelantan

2020 – 2022

Internal Quality Auditor (Academic) for Quality Management System MS ISO 9001:2015, Universiti Malaysia Kelantan, Malaysia

2018 – 2020

Auditor for Academic Quality, Universiti Malaysia Kelantan, Malaysia & Head of Panel for Internal Audit Academic Quality, Faculty of Hospitality, Tourism & Management, Universiti Malaysia Kelantan, Malaysia

## Committee Member/ Organizer at the University Level

2022 – 2023

Lead Task Force for the Institute of Hospitality Accreditation (IoH), for Faculty of Hospitality, Tourism and Wellness (F.H.P.K.), Universiti Malaysia Kelantan – Successful project where F.H.P.K has been accredited by the I.o.H

<https://www.instituteofhospitality.org/accreditation/accredited-programmes/page/3/>

<https://fhpk.umk.edu.my/index.cfm>

2025 – 2026

Members of University Quality Council (M.K.U.), Universiti Malaysia Kelantan

Innovation and Research Senate Standing Committee, (J.K.T.S.I.P.)

Entrepreneurship Members Committee, Universiti Malaysia Kelantan

2022 – 2023

Senate Members of University Malaysia Kelantan

Members of University Quality Council (M.K.U.), Universiti Malaysia Kelantan

Undergraduate Senate Standing Committee (J.K.T.S. Pra), Universiti Malaysia Kelantan

Postgraduate Senate Standing Committee (J.K.T.S.P.S.), Universiti Malaysia Kelantan

Innovation and Research Senate Standing Committee, (J.K.T.S.I.P.)

Entrepreneurship Senate Standing Committee, (J.K.T.S.K.)

Library Senate Standing Committee, Universiti Malaysia Kelantan

Infrastructure Management Committee (3PI), Universiti Malaysia Kelantan

Graduate Employability Committee (P.E.M.A.N.D.U.), Universiti Malaysia Kelantan

Academic Management Committee, Universiti Malaysia Kelantan

2020 Outcome-based Education (O.B.E.) Committee, Universiti Malaysia Kelantan

2020 Malaysian Entrepreneurship Award (M.A.E.) Committee, U.M.K.

2018 – 2020 Committee Members for Curriculum Review at Malaysian Graduate School of Entrepreneurship and Business (M.G.S.E.B.) Universiti Malaysia Kelantan, Malaysia.

## THESIS EXAMINER/ ACADEMIC PANEL/ ADVISOR

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### ***Thesis Examiner for Postgraduate students (Master & PhD)***

- 2025 Internal Examiner Proposal Defend – PhD in Management, Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan
- External Examiner, (Proposal Defend) Doctoral Business Administration (DBA). Malaysia Graduate School of Entrepreneurship & Business (MGSEB), Universiti Malaysia Kelantan
- 2024 Internal Examiner Proposal Defend – Master in Entrepreneurship (Tourism), Universiti Malaysia Kelantan (U.M.K). Karim Ali Khan. Thesis title: “Exploring Factors that Influence the Community-based Ecotourism: Case Study at Khalash Valley, Pakistan”. (21<sup>th</sup> November 2024)
- 2023 External Examiner Viva Voce – PhD in Tourism & Hospitality, Universiti Utara Malaysia (U.U.M.). Sharon Esther Anak Donny Sita (901446). Thesis title: “Exploring Leadership Styles of Leaders in Relation to the Homestay Programme Performance in Langkawi”. (Viva 29<sup>th</sup> November 2023)
- 2023 External Examiner Viva Voce – PhD in Tourism & Hospitality, Universiti Teknologi Mara (UiTM Penang). Muhammad Hafiz Bin Azizan (2016582927). Thesis title: “The Influence of Participation Behavior (P.B.) and Pro-Environmental Behavior (P.E.B.) on Environmental Conversation (E.C.) Among Millennials in Langkawi”. (Viva 8<sup>th</sup> October 2023)
- 2023 External Examiner Viva Voce – Master Sains (Hospitaliti) Universiti Putra Malaysia (U.P.M.). Shen Xin (GS60524). Thesis title: “Antecedents of Chinese Tourists' Intention to Stay In A Medical (Viva 8<sup>th</sup> July 2023)
- 2023 Internal Examiner Proposal Defend – Master of Entrepreneurship (Health Entrepreneurship) Universiti Malaysia Kelantan (U.M.K.). Adlina Binti Azmi (H21D004F). Thesis title: “Factors Influencing Job Satisfaction among for-profit nursing home staff in Malaysia” (8<sup>th</sup> December 2023)
- 2021 External Examiner Viva Voce - Master of Built Environment, I.I.U.M. Gombak – Nik Muhamad Aizat Nik Mohd Adib (G1814071). “*An Assessment of Sense of Place among Tourists in Kota Bharu Cultural Heritage Zone* (Viva January 2021)
- 2021 External Examiner Viva Voce - Master of Sociology, UMS Sabah – Harhamsah Hairal (MA1821118T). “*Potensi Peneyrtaan Komuniti Dalam Program Homestay di Pulau Gaya, Kota Kinabalu, Sabah* (Viva February 2021)
- 2020 External Examiner Viva Voce - Master of Tourism Management, UiTM Puncak Alam – Nik Hamidah Nik Ahmad. “*Assessing Destination Attributes, Satisfaction and Revisit Intention from International Leisure Travellers Perspective: The Case of Kuala Lumpur City*

### **Reviewer/ Evaluator for Internal & External Grant**

- 2024 *“Pembangunan Model Amalan Baik Penjagaan Selepas Bersalin Secara Tradisional dalam Kalangan Masyarakat MADANI Malaysia”*. Fundamental Research Grant Scheme (FRGS 2024) by Universiti Malaysia Kelantan (UMK)
- 2024 - *“Assessing and Developing Sustainable Ecotourism Practices for Bird Watching: An Empirical Study Utilizing Surveys, Focus Groups, and Stakeholder Analysis”*. Fundamental Research Grant Scheme (F.R.G.S. 2024) by Universiti Malaysia Kelantan (U.M.K.)
- 2023 - *“Developing Halal EduGastronomy Tourism (HEGTo) framework based on Maqasid Shariah and Gastronomy among Local Food Providers for Promoting Cultural Diversity”*. Fundamental Research Grant Scheme (F.R.G.S. 2023) by Universiti Sciences Islam Malaysia (U.S.I.M.)
- 2023 - *“Pembangunan Model Pelancongan Lestari di Malaysia Berpandukan Kerangka Maqasid Al-Shariah”*. Fundamental Research Grant Scheme (FRGS 2023) by Universiti Sciences Islam Malaysia (USIM)
- 2023 - *“Model Pelancongan Digital di Negeri Selangor Menggunakan Medium Realiti Terimbuh (AR)”*. Fundamental Research Grant Scheme (FRGS 2023) by College Universiti Sciences Islam Selangor (KUIS)
- 2023 - *“A Developed Maqasid Shariah-based Quality of Life (Ms-QoL) for Malaysian B40 Group - Evidence from Tourism Marketing”*. Fundamental Research Grant Scheme (F.R.G.S. 2023) by Universiti Malaysia Kelantan (U.M.K.)
- 2023 - *“A new model of Solo Women Travellers Self-Positivity Bias and Novelty-Seeking Behaviour on Risk-Perception and Risk-Reduction Strategies Post COVID-19”*. Fundamental Research Grant Scheme (F.R.G.S. 2023) by Universiti Malaysia Kelantan (U.M.K.)
- 2023 - *“Assessing and Developing Sustainable Ecotourism Practices for Bird Watching: An Empirical Study Utilizing Surveys, Focus Groups, and Stakeholder Analysis”*. Fundamental Research Grant Scheme (F.R.G.S. 2023) by Universiti Malaysia Kelantan (U.M.K.)
- 2021 - *“Socioeconomic Empowerment of Native Community Through Sustainable Ecotourism Development Ecosystem in Kelantan”*. U.M.K. Community Impact Research (UMK COM) 2021 by Universiti Malaysia Kelantan
- 2021 - *“Scaling Up a Bamboo Heritage for Community Participation in Social Enterprise: Untapped Jeli Ecotourism Market”*. U.M.K. Community Impact Research (UMK COM) 2021 by Universiti Malaysia Kelantan
- 2020 - *“Prevalence of emotional health problems and its associated factors during the coronavirus disease (covid-19) pandemic among the general population in Malaysia”* – Covid-19 Internal Grant Scheme (UMK-C19SG) by Universiti Malaysia Kelantan

- 2020 - "Socio-economic effect of Covid-19 to the tourism industry: A case of Kelantan Industry" - Covid-19 Internal Grant Scheme (UMK-C19SG) by Universiti Malaysia Kelantan
- 2020 - "Potensi Memperkembangkan Keusahawanan Pelancongan Spiritual dalam Kalangan Institusi Pondok berdaftar di Malaysia" - UMK Society Impact Research Grant (UMK-SIR) - 2020 by Universiti Malaysia Kelantan

**Reviewer/ Evaluator for Journal/ Book/ Proceeding**

- 2024 Developing Evaluation Sub-Criteria for Geoheritage Interpretation in Langkawi UNESCO Global Geopark: A Content Analysis Approach. Journal of Sustainability Science and Management
- 2024 Sustainable Practices As A Driver Of Brand Value And Satisfaction: ¿is It The Same For All Guests? Tourism and Hospitality Management
- 2023 Tourism and Economic Development of the Village (Farsian Qanchi and Tilabad villages, Azadshahr, Iran). (Paper ID: jthem-2022354) – Journal of Tourism, Hospitality & Management (J.T.H.E.M.)
- 2022 Enhancing Tourism & Hospitality Graduate Employability in a V.U.C.A. world through industry-academia collaboration (Paper ID; J.H.T.E. 2022-1066. R1). Journal of Hospitality & Tourism Education
- 2022 SO-22-0604.R1 entitled "Post COVID-19 Challenges for a Sustainable Community-Based Ecotourism: A Case Study of Rural Community in Sabah, North of Borneo" for SAGE Open.
- 2022 Shift in Tourists and Residents Stereotypes is Hurdle in Tourism Industry Growth in Pakistan (Manuscript ID:1058993) for Frontiers Journal.
- 2021 Covid19 dari Perspektif Industri Pelancongan dan Hospitaliti, Universiti Malaysia Kelantan. Penerbit: UMK Press
- 2021 *Pengenalan kepada Rekreasi Luar dan Ekopelancongan di Malaysia*. Jabatan Taman Alam dan Rekreasi, Fakulti Perhutanan dan Alam Sekitar. Publish by UPM Press.
- 2021 *Leisure: A negotiation tool for wives of Thai government officials in the patriarchal society*, Research Institute of Asian Women (R.I.A.W.) Seoul, South Korea
- 2021 *Tourism growth and entrepreneurship: Tembi Village Tourism, Bantul, Yogyakarta*, 38th I.B.I.M.A. International conference 3-4 November 2021, Seville, Spain
- 2020 *Possibility of Segaliud Lokan Forest Reserve (S.L.F.R.), Sandakan as Nature Tourism Attraction (Paper ID: CT-00027)*- Proceeding by I.O.P. Publishing in conjunction with International Conference on Tropical Resources and Sustainable Science (CTReSS 2.0).

- 2020 *Local Identity Consideration in Maintaining City Branding Sustainability* (Paper ID: JTHEM-2020211) – Journal of Tourism, Hospitality & Management (J.T.H.E.M.)
- 2020 *Hotel Attributes on Customers Purchasing Decision in The Budget Hotel Sector: Klang Valley* (Paper ID: jthem-ICEBT-2020216) – Journal of Tourism, Hospitality & Management (J.T.H.E.M.)
- 2020 *The Legend of “Kancra Bodas Fish” or “God-Fish” in Cibulan Kuningan West Java Indonesia as Sustainable Tourism Development Strategies* (Paper ID: jthem-ICEBT-2019203)- International Conference on Entrepreneurship, Business & Technology (I.C.E.B.T.)
- 2019 *“Mobile Apps for Eco-friendly Traveler”* – Book: Ecotourism & Rural Community Development (Chapter 4)
- 2019 *“Tourist satisfaction on service quality at Banghuris Homestay, Selangor, Malaysia”* – Book: Ecotourism & Rural Community Development (Chapter 3)

#### **Reviewer/ Evaluator for Academic Journal**

- 2021 Expert Validity Instrument for Interview Protocol and Questionnaire master’s degree Candidate Universiti Kebangsaan Malaysia with title *“Pengaruh Pelancongan Terhadap Kelestarian Nilai Islam di Langkawi”*.
- 2021 Evaluator Panel for i-MACHEL Website – PhD Research Candidate, Universiti Sultan Zainal Abidin (U.N.I.S.Z.A.) Terengganu with title *“Interactive Malaysian Childhood Healthy Lifestyle Program (I-MaChEL) Intervention for Preschool’s child-parent dyads to prevent childhood obesity”*.
- 2022 - 2025 Section Editor of International Journal of Finance, Economics and Business, University College of Yayasan Pahang (U.C.Y.P.), Malaysia
- 2020 - 2022 Editorial Board, International Journal of Hospitality & Tourism Management (I.J.H.T.M.) ISSN Print: 2640-1770- ISSN Online: 2640-1800 <http://www.sciencepublishinggroup.com/ijhtm>
- 2020 Senior Technical Reviewer in Editorial Board of Journal of Tourism, Hospitality and Environment Management (J.T.H.E.M.) eISSN: 0128-178X. Global Academic Excellent (G.A.E.) Sdn. Bhd
- 2019 Reviewer for the 5<sup>th</sup> International Conference on Accounting, Business and Economics at Universiti Malaysia Terengganu (18<sup>th</sup> – 20<sup>th</sup> September 2018), Edusage Network Sdn. Bhd
- Technical Reviewer for International Conference on Governance, Organization & Business (I.C.G.O.B. 2018) Cameron Highland, Pahang. Edusage Network Sdn. Bhd

## KEYNOTE SPEAKER/ INVITED SPEAKER

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- 2024 Keynote Speaker for the National Symposium Wellness Trainer (N.S.W.T.), Malaysia on 14<sup>th</sup> February 2024
- 2024 Guest Speaker for the Resort Management Bootcamp 2024, Malaysia, on 30<sup>th</sup> May 2024
- 2023 Speaker for Islamic Tourism Studies at Faculty of Islamic Studies, Universiti Tinggi Padang, Indonesia on 22<sup>nd</sup> June 2023
- 2023 Speaker for Pre-ASEAN Homestay Forum 2023 in conjunction with ASEAN Tourism Forum 2023 on 4<sup>th</sup> February 2023, Jogjakarta, Indonesia
- 2022 Speaker for Pahang International Tourism Symposium 2022 on 10<sup>th</sup> March 2022, Pahang State Tourism, Culture, Environment, Plantation and Commodity Committee in collaboration with the University College of Yayasan Pahang (U.C.Y.P.), Malaysia
- 2021 Keynote Speaker, International Conference on Entrepreneurship, Business, Tourism and Hospitality (I.C.E.B.T.H. 2021). 30<sup>th</sup> July 2021, Academic Inspired Network (A.I.N.), Kuala Lumpur, Malaysia.
- 2020 Keynote Speaker, International Conference on Innovative Technical Advances in Disaster Management. 15 & 16 July 2020, Adi Shankara Institutes of Engineering & Technology, Kalady, Kerala, India & T.E.C.H.O.W.N.

## EXTERNAL CONTRIBUTIONS

- 2025 Academic Advisor (Expert Panel) for Tourism Program at Kolej Komuniti Jerai, Kedah, from Julai 2025 till June 2027
- 2025 Academic Advisor (Expert Panel) for Tourism Program at Kolej Komuniti Hulu Langat, Selangor, from Jun 2025 till May 2027
- 2025 Academic Advisor for Tourism Program at Vocational College Besut, Terengganu from March 2025 till March 2026
- 2024 External Assessor for the Doctor of Philosophy in Tourism Management Program, Lincoln University College, Malaysia
- 2024 Co-Chairman, Global Wellness Conference 2024 (GLOW), Malaysian Association Wellness Trainer (M.A.W.T.)
- 2019 - 2024 Board of External Examiners for Segi Collage, Kuala Lumpur, Malaysia (All subjects for School of Hospitality, Tourism & Culinary Art)
- 2023 External Examiner for UiTM Campus Samarahan, Malaysia (Education Premise)

## ACADEMIC CONTRIBUTIONS/ EXPERTISE

### a. Research and Publication (Book & Chapter in Book)

Year	BOOK (Authors & Tittle)	Level
2021	1. <b>BOOK</b> - Velan Kunjuraman, <b>Roslizawati Che Aziz</b> & Nurzehan Abu Bakar (2021). <i>Ecotourism and Rural Community Development</i> . ISBN: 978-967-2912-42-2	Published by U.M.K. Press
2017	1. <b>BOOK</b> - <b>Roslizawati Che Aziz</b> , Suriati Hamzah, Derweanna Bah Simpong & Mohd Khairi Alwi (2017). <i>Recreation and Leisure Management</i> . ISBN: 978-967-14437-7-4	iPRO Publication
	2. <b>BOOK</b> - Derweanna Bah Simpong, Mazne Ibrahim, Harnidah Samengon, Mohammed Ruqaimi Remeli, Nur Aliah Mansor, Nurul Fardila Abd Razak and <b>Roslizawati Che Aziz</b> (2017). <i>Club Management</i> . ISBN: 978-967-14437-6-7, iPRO Publication	iPRO Publication
Year	CHAPTER IN BOOK (Authors & Tittle)	Level
2025	1. Yasin, N.H.M., Aziz, R.C., Rahim, N.C.A., Samsudin, N., Ali, A.F.M., Ghaffar, S.F.A. (2025). <i>Exploring Challenges in Postnatal Services Among Malaysian Women: Perspective from Postnatal Therapist</i> . In: AIdhaen, E., Braganza, A., Hamdan, A., Chen, W. (eds) <i>Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities</i> . Studies in Systems, Decision and Control, vol 568. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-71526-6_60">https://doi.org/10.1007/978-3-031-71526-6_60</a>	Springer, Cham (Scopus)
	2. Samsudin, Norsuriani, Aziz, Roslizawati Che. Mohd Yasin, Nurul Hafizah. Safri, Fauzan Hafiz Muhammad. Musa, Norizan. <i>A Study on the Evolution and Future Potential of Postnatal Programs as Part of Tourism Services: A Narrative Review Studies in Systems, Decision and Control Book Chapter 2025.V. 598, pp. 857–866. DOI: 10.1007/978-3-031-91424-9_74</i>	Springer, Cham (Scopus)
	3. Yusoff, Abdullah Muhamed. Aziz, Roslizawati Che. Omar, Raja Norliana Raja. Ali, Ahmad Fahme Mohd. Kosnin, Ruzanifah. <i>An Exploration of Culture and Heritage Conservation Approaches in Kelantan, Malaysia</i> . Studies in Systems, Decision and Control Book Chapter 2025. V. 598, pp. 845–855. DOI: 10.1007/978-3-031-91424-9_73.	Springer, Cham (Scopus)
	4. Nurul Hafizah Mohd Yasin, Samsudin, Norsuriani, Aziz, Roslizawati Che. , Rahim, Norsyamliana Abdul & Ali, Ahmad Fahme Mohd. <i>Exploring Challenges in Postnatal Services Among Malaysian Women: Perspective from Postnatal Therapists</i> . Chapter 18. Studies in Systems, Decision and Control. Springer Science and Business Media Deutschland GmbH. V. 568, pp. 691–698. DOI: 10.1007/978-3-031-71526-6_60	Springer, Cham (Scopus)

	5. Omar, Raja Norliana Raja. Aziz, Roslizawati Che. Yusoff, Abdullah Muhamed. Ali, Ahmad Fahme Mohd. Kosnin, Ruzanifah. Zulkifli. Nor syuhada. Velayuthan, Sathish Kumar. <i>A Comparative Analysis of the Culture and Heritage Elements: Cases of Homestay Program and Kampung-Stay Program</i> . Chapter 8. Studies in Systems, Decision and Control. Springer Science and Business Media Deutschland GmbH. V. 598. P.g: 835 – 844. DOI 10.1007/978-3-031-91424-9_72	Springer, Cham (Scopus)
	6. Safri, Fauzan Hafiz Muhammad. Omar, Raja Norliana Raja. Ali, Ahmad Fahme Mohd. Yusoff, Abdullah Mohammad. Aziz, Roslizawati Che. Kosnin, Ruzanifah. Abas, Muhamad Azahar. <i>Balancing Heritage and Modernity: Evaluating the Role of Kelantan's Traditional Crafts in Shaping Sustainable Tourism and Economic Development</i> . Chapter 12. Studies in Systems, Decision and Control. Springer Science and Business Media Deutschland GmbH. V. 598. P.g: 217 - 226. DOI 10.1007/978-3-031-91424-9_72	Springer, Cham (Scopus)
2024	1. <b>Aziz, R.C.</b> , Zainuddin, S.A., Patwary, A.K., Naw, N.C., Abd Hadi Khan, N.F. (2024). <i>Comprehensive Bibliometric Mapping of Publication Trends in Technology Adoption by Homestay Operators</i> . In: El Khoury, R. (eds) <i>Technology-Driven Business Innovation: Unleashing the Digital Advantage</i> . Studies in Systems, Decision and Control, vol 540. pp 351–361. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-62656-2_31">https://doi.org/10.1007/978-3-031-62656-2_31</a>	Springer, Cham
	2. <b>Aziz, R.C.</b> , Zainuddin, S.A., Patwary, A.K., Naw, N.C., Abd Hadi Khan, N.F. (2024). <i>Global Research Trends in Digitalization and Environmental Practice by Homestay Business: A Bibliometric Analysis</i> . In: El Khoury, R. (eds) <i>Technology-Driven Business Innovation: Unleashing the Digital Advantage</i> . Studies in Systems, Decision and Control, vol 540. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-62656-2_30">https://doi.org/10.1007/978-3-031-62656-2_30</a>	Springer, Cham
2023	3. <b>Roslizawati Che Aziz</b> (2023). <i>Sustainable tourism development in rural Areas: an alternative paradigm using the appreciative Inquiry approach (Chapter 20)</i> . Handbook on Tourism and Rural Community Development. Editor: Heather Mair. ISBN: 9781 80037 005 0	 Edward Elgar Publishing
	4. Siti Afiqah Zainuddin, Suzana Basaruddin, Tahira Abdullah, <b>Roslizawati Che Aziz</b> , Siti Salwani Abdullah, Najihah Mahmud, Noor Raihani Binti Zainol, Nur A'mirah Mohd Yaziz, Alia Nadhirah Ahmad Kamal & Nor Amira Mohd Razali (2023). <i>The Study on Technology Acceptance in Baby and Mother Product Business Operation</i> . In: Hamdan, A., Harraf, A., Buallay, A., Arora, P., Alsabatin, H. (eds) <i>From Industry 4.0 to Industry 5.0</i> . Studies in Systems, Decision and Control, vol 470. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-28314-7_45">https://doi.org/10.1007/978-3-031-28314-7_45</a>	Published by Springer (International)
	5. <b>Roslizawati Che Aziz</b> , Hasnina Hassan, Nurul Hafizah Mohd Yasin, Siti Afiqah Zainuddin, Ruzanifah Kosnin, Suchi Hassan & Mohd Hafzal Abd Halim (2023). <i>Factors of Islamic City Image in Kota Bharu</i>	Published by Springer (International)

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	<i>Islamic City Through View of Visitors at Kelantan, Malaysia</i> . In: Mansour, N., Bujosa Vadell, L.M. (eds) Finance, Accounting and Law in the Digital Age. Contributions to Management Science. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-27296-7_55">https://doi.org/10.1007/978-3-031-27296-7_55</a>	
<b>2021</b>	6. <b>Roslizawati Che Aziz</b> , Nor Dalila Marican, Noorul Azwin Mohd Nasir, Nor Maizana Mat Nawi, Aifa Rodzaini Mohd Radzol & Mohamad Najmi Misri (2021). <i>(Module 2) High Impact Educational Practices (H.I.E.P.s)</i> . Modul Amalan Baik Pendidikan Berasaskan Hasil (Outcome-based Education Module). Universiti Malaysia Kelantan.	Published by A.K.E.P.T. & U.M.K. Malaysia
	7. Nik Alif Amri Nik Hashim, <b>Roslizawati Che Aziz</b> , Shah Iskandar Fahmie Ramlee, Fauzan Hafiz Muhammad Safri, Wan Farha Wan Zulkifli, Zaimatul Awang & Nor Dalila Marican (2020). <i>Emphasizing the consumer perceived risk and technology tools: the reliability and validity of instrument</i> . Chapter in Book: Recent developments in Engineering Research (Chapter 2). Book Publisher International.	Published by International Book Publisher.
	8. Raja Norliana Raja Omar, <b>Roslizawati Che Aziz</b> , Nik Alif Amri Nik Hashim, Eni Noreni Mohamad Zain, Nur Farahiah Azmi, Raja Rosnah Raja Daud & Munirah Mahshar. (2021). <i>"E-Learning as a Tool for Teaching and Learning in Higher Education"</i> . Chapter in Book: New Horizons in Education and Social Studies. Book Publisher International.	Published by International Book Publisher.
	9. Velan Kunjuran, <b>Roslizawati Che Aziz</b> & Nurzehan Abu Bakar (2021). <i>Introduction to Ecotourism and Rural Community Development</i> . Chapter 1: Ecotourism and Rural Community Development. p.g: 1- 4. UMK Press (ISBN: 978-967-2912- 42-2)	Published by U.M.K. Press
	10. <b>Roslizawati Che Aziz</b> , Velan Kunjuran & Raja Norliana Raja Omar (2021). <i>Why and How to Integrate the Appreciative Inquiry Approach in Tourism Research: A New Paradigm in the Digital Era of Rural Tourism</i> . Chapter 6: Ecotourism and Rural Community Development. U.M.K. Press. p.g: 75- 98. UMK Press (ISBN: 978-967-2912- 42-2)	Published by U.M.K. Press
	11. Velan Kunjuran, <b>Roslizawati Che Aziz</b> & Nurzehan Abu Bakar. <i>Conclusion</i> . Chapter 11: Ecotourism and Rural Community Development. U.M.K. Press. p.g: 191-193. UMK Press (ISBN: 978-967-2912- 42-2)	Published by U.M.K. Press
<b>2020</b>	12. <b>Roslizawati Che Aziz</b> , Nik Alif Amri Nik Hashim, Zaimatul Awang, Fauzan Hafiz Muhammad Safri, Aikal Liyani Mohd Rasdi, Eni Noreni Mohamad Zain & Raja Norliana Raja Omar, (2020). <i>"The Potential of Appreciative Inquiry Approach within the Tourism Development in</i>	Published by Book Publisher International.

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*Rural Areas*". Chapter in Book: New Horizons in Education and Social Studies. Book Publisher International.

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|      | 13. Nik Hashim, Nik Alif Amri & Novianti, Selvi & Muhamed Yusoff, Abdullah & Muhammad, Nur & Awang, Zaimatul & <b>Che Aziz, Roslizawati</b> . (2020). <i>The Recipes: Traditional Delicacies of Bandung, Indonesia</i> . Chapter in Book: New Horizons in Education and Social Studies. Book Publisher International. (Volume 1. 10.9734/bpi/mono/978-93-90431-64-9).   | Published                         |
| 2019 | 14. Velan Kunjuraman & <b>Roslizawati Che Aziz</b> . <i>Community-Based Ecotourism (CBE) Development in Lower Kinabatangan of Sabah, Malaysian Borneo</i> . The Special Interest Tourism in Southeast Asia. Turismo: Estudos & Práticas (RTEP/UERN), Mossoró/RN, vol. 8 (Número Especial). P.g: 13 - 20<br><a href="http://periodicos.uern.br/index.php/turismo">http://periodicos.uern.br/index.php/turismo</a> [ISSN 2316-1493]                               | WoS/<br>International<br>Refereed |
|      | 15. <b>Roslizawati Che Aziz</b> . <i>S.W.O.T + Appreciative Inquiry - S.O.A.R Analysis: A New Model for the Strategic Sustainable Tourism Development and Special Interest Tourism</i> . The Special Interest Tourism in Southeast Asia. Turismo: Estudos & Práticas (RTEP/UERN), Mossoró/RN, vol. 8 (Número Especial). Pg.107 - 125.<br><a href="http://periodicos.uern.br/index.php/turismo">http://periodicos.uern.br/index.php/turismo</a> [ISSN 2316-1493] | WoS/<br>International<br>Refereed |
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b) Academic Journal/ Articles/ Creative Writing

Year	Authors & Tittle	Level
2025	1. A.K., Patwary, S.M., Rasoolimanesh, S. Mostafa, <b>R.B.C., Aziz, M.M.,</b> Alam, Md Mahmudul, S.U., Rehman, Shafique Ur. <i>Assessing Environmental Performance Through Environmental Management Initiatives, Green Extrinsic and Intrinsic Motivation, and Resource Commitment in Malaysian Hotels.</i> International Journal of Hospitality and Tourism Administration, 2025	Indexing: Scopus (Q2) SJR 2024 (0.816)
2024	2. Patwary, A.K., Rasoolimanesh, S.M., Hanafiah, M.H., <b>Aziz, R.C.,</b> Mohamed, A.E., Ashraf, M.U. and Azam, N.R.A.N. (2024). Empowering pro-environmental potential among hotel employees: insights from self-determination theory. <i>Journal of Hospitality and Tourism.</i> 7(2), pp. 1070–1090. <a href="https://doi.org/10.1108/JHTI-10-2023-0713">https://doi.org/10.1108/JHTI-10-2023-0713</a>	Indexing: Scopus (6.3), E.S.C.I.
	3. Patwary, A.K., Rasoolimanesh, S.M., <b>Aziz, R.C.,</b> ...Alam, M.M., Rehman, S.U (2024). Assessing Environmental Performance Through Environmental Management Initiatives, Green Extrinsic and Intrinsic Motivation, and Resource Commitment in Malaysian Hotels. <i>International Journal of Hospitality and Tourism Administration.</i> 1–32. <a href="https://doi.org/10.1080/15256480.2024.2312474">https://doi.org/10.1080/15256480.2024.2312474</a>	Indexing: Scopus (6.3), E.S.C.I.
	4. Auni Fatnin Agus Rizal, <b>Roslizawati Che Aziz,</b> & Mohamad Khairi Alwi. (2024). Exploring The Barriers and Challenges In Developing Geopark Heritage Destination: The Case of Gunung Stong and Lojing Highlands, Malaysia. <i>Journal of Tourism, Hospitality and Environment Management (JTHERM),</i> 9(37).	MyCite
2023	1. Amin Jan, Haseeb Ur Rahman, Muhammad Zahid, Anas A. Salameh, Parvez Alam Khan, Mamdouh Abdulaziz Saleh Al-Faryan, <b>Roslizawati Che Aziz,</b> H. Elhosiny Ali (2023). <i>Islamic corporate sustainability practices index aligned with S.D.G.s towards better financial performance: Evidence from the Malaysian and Indonesian Islamic banking industry,</i> Journal of Cleaner Production, 405, 136860, ISSN 0959-6526. <a href="https://doi.org/10.1016/j.jclepro.2023.136860">https://doi.org/10.1016/j.jclepro.2023.136860</a> .	Indexing: Scopus (Q1) W.O.S.- JCR-Q1 (11.072 Impact Factor)

	2. Ataul Karim Patwary, <b>Roslizawati Che Aziz</b> , Nik Alif Amri Nik Hashim (2023). <i>Investigating tourists' intention toward green hotels in Malaysia: a direction on tourist sustainable consumption</i> . Environmental Science and Pollution Research., 30 (13), pp. 38500–38511. <a href="https://doi.org/10.1007/s11356-022-24946-x">https://doi.org/10.1007/s11356-022-24946-x</a>	Indexing: Scopus (Q1) & WoS
	3. Patwary, A.K., Sharif, A., <b>Aziz, R.C.</b> , Najmi, A., Rahman, M.K (2023). <i>Reducing environmental pollution by organisational citizenship behaviour in the hospitality industry: the role of green employee involvement, performance management and dynamic capability</i> . Environmental Science and Pollution Research. 30 (13), pp. 37105–37117. <a href="https://doi.org/10.1007/s11356-022-24710-1">https://doi.org/10.1007/s11356-022-24710-1</a>	Indexing: Scopus (Q1) & WoS
	4. Patwary, A. K., Rasoolimanesh, S. M., <b>Che Aziz, R.</b> , Mohamed, A. E., Nisar, Q. A., & Khan, N. F. B. A. H. (2023). <i>Exploring tourists' ecocentric and anthropocentric attitudes towards green hotels: theory of planned behaviour and norm activation theory perspective</i> . Asia Pacific Journal of Tourism Research, 28(8), 841–859. <a href="https://doi.org/10.1080/10941665.2023.2276472">https://doi.org/10.1080/10941665.2023.2276472</a>	Indexing: Scopus (Q1)
	5. Marican, N.D., Ali, A.F.M., <b>Aziz, R.C.</b> , Yusof, M.F.M. (2023). <i>Designing Value Proposition for Indigenous Inspired Spa Strategic Marketing: A Research Proposal</i> . In: Alareeni, B., Hamdan, A. (eds) Impact of Artificial Intelligence, and the Fourth Industrial Revolution on Business Success. Presented at <i>International Conference on Business and Technology (I.C.B.T.)</i> 2021. Lecture Notes in Networks and Systems, vol 485. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-08093-7_22">https://doi.org/10.1007/978-3-031-08093-7_22</a>	Indexing: Scopus (Q2) & WoS
2022	1. Velan Kunjuraman, Rosazman Hussin & <b>Roslizawati Che Aziz</b> (2022). <i>Community-based ecotourism as a social transformation tool for rural community: A victory or a quagmire?</i> Journal of Outdoor Recreation and Tourism 39, 100524	Indexing: W.O.S. (Q2)
	2. Patwary, A.K., Rasoolimanesh, S.M., Rabiul, M.K., <b>Aziz, R.C.</b> and Hanafiah, M.H. (2022), "Linking environmental knowledge, environmental responsibility, altruism, and intention toward green hotels through ecocentric and anthropocentric attitudes", International Journal of Contemporary Hospitality Management, Vol. 34 No. 12, pp. 4653-4673. <a href="https://doi.org/10.1108/IJCHM-01-2022-0039">https://doi.org/10.1108/IJCHM-01-2022-0039</a>	Indexing: W.O.S. (Q1)

	3. Patwary, Ataul Karim; Sharif, A., <b>Aziz, Roslizawati</b> ; Hassan, M. G., Najmi, A., & Rahman, M. K (2022). <i>Reducing environmental pollution by organisational citizenship behaviour in hospitality industry: the role of green employee involvement, performance management and dynamic capability</i> . Environmental Science and Pollution Research. <a href="https://doi.org/10.1007/s11356-022-24710-1">https://doi.org/10.1007/s11356-022-24710-1</a>	Indexing: WOS & Scopus (Impact factor- 5.053)
	4. Patwary, Ataul Karim; Sharif, A., <b>Aziz, Roslizawati</b> ; Hashim, N.A. A. (2022). <i>Investigating tourists' intention toward green hotels in Malaysia: a direction on tourist sustainable consumption</i> . Environmental Science and Pollution Research. <a href="https://doi.org/10.1007/s11356-022-24946-x">https://doi.org/10.1007/s11356-022-24946-x</a>	Indexing: WOS & Scopus (Impact factor- 5.053)
	5. Nor Dalila Marican, Ahmad Fahme Mohd Ali, <b>Roslizawati Che Aziz</b> & Mohd Fadil Mohd Yusof (2022). <i>Designing Value Proposition for Indigenous Inspired Strategic Marketing: A Research Proposal</i> . Lecture Notes in Networks and Systems, Vol 4.	Index: Scopus Proceeding
	6. Muhammad Anees Khan, Kumail Abbas, Mazliham Mohd Su'ud, Anas A. Salameh, Mansoor Alam, Nida Aman, Amin Jan *, Mehreen Mehreen, Nik Alif Amri Bin Nik Hashim, <b>Roslizawati Che Aziz</b> (2022). <i>Application of Machine Learning Algorithms for Sustainable Business Management based on Macro-Economic data: Supervised Learning Techniques Approach</i> . Sustainability Journal (ID. No-1793662)	Indexing: W.O.S. (Q1)
2021	7. <b>Roslizawati Che Aziz</b> , Suriati Hamzah & Nor Dalila Marican (2021). <i>Peluang dan Potensi Hutan Lipur Sungai Sedim Sebagai Produk Ekopelancongan di Malaysia</i> . <i>Geografia-Malaysian Journal of Society and Space</i> . 17 (1)	Indexing: ESCI WOS
	8. <b>Roslizawati Che Aziz</b> , Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Siti Salina Saidin, Nurul Syuhada Zulkifli & Nurzehan Abu Bakar (2021). <i>Student Motivation in Outdoor Recreation Engagement: Examining the Validity and Reliability of the Measuring Instruments</i> . <i>Journal of Contemporary Issues in Business and Government</i> , 27, 2, 4723. ISSN: 1323-6903	Indexing: ESCI WOS, Publon Indexed
	9. Nor Dalila Marican, Nur Athirah Sumardi, <b>Roslizawati Che Aziz</b> , Derweanna Bah Simpong, Hasif Rafidee Hasbollah (201). <i>The Shari'ah Compliance Spa for Wellness and Tourism Context in Malaysia</i> . <i>Turkish Journal of Computer and Mathematics Education</i> , 12, 3, 2978-2986. ISSN: 1309-4653	Indexing: Scopus (Q3)

	10. <b>Roslizawati Che Aziz</b> , Nur Syuhada Zolkefli, Nur Amira Othman, Nur Ashikin A. Radzuan, Nur Farihin Abdul Hadi Khan & Nik Alif Amri Nik Hashim (2021). <i>Determinant Factors for Student Engagement in E-Learning Teaching and Learning</i> . The Journal of Behavioral Science. ISSN:1906 4675	Indexing: Scopus (Q4)
2020	11. <b>Che Aziz, R.</b> , Hashim, N. A. A. N., Yusoff, A. M., Awang, Z., Simpong, D. B., Omar, R. N. R., & Othman, N. A. (2020). Do Knowledge and Awareness Affect the Implementation of Green Practices? The Perspectives of Higher Education Students in Malaysia. <i>International Journal of Psychosocial Rehabilitation</i> , 24(6), 6997-7007.	Scopus
	12. <b>Che Aziz, R.</b> , Hashim., N. A. A, Naw. M.N., Kunjuraman, V., & Alwi, M.K. The Role of Motivation for The Engagement in Outdoor Recreation: Empirical Evidences from Higher Education Students. <i>PalArch's Journal of Archaeology of Egypt / Egyptology</i> , 17(9), 1917 - 1930. Retrieved from <a href="https://archives.palarch.nl/index.php/jae/article/view/4099">https://archives.palarch.nl/index.php/jae/article/view/4099</a>	Scopus
	13. Hashim, N. A. A. N., <b>Che Aziz, R.</b> , Yusof, M. A., Ramlee., S.I.F., Zulkifli, W. F. W., Awang, Z., Naw, N. M. M., & Rahim., M.A. (2020). The Success of Halal Supply Chain Management Practices in Malaysia. <i>Journal of Advance Research in Dynamical &amp; Control Systems</i> , 12 (8), 232-236.	Scopus
	14. Hashim, N. A. A. N., <b>Che Aziz, R.</b> , Ramlee, S. I. F., Zainuddin, S. A., Mohamed Zain, E. N., Awang, Z., Mohamad, S. R., & Yusoff, M. A. <i>E-Learning Technology Effectiveness in Teaching and Learning: Analyzing the Reliability and Validity of Instruments</i> . I.O.P. Conf. Series: Materials Science and Engineering. 993 (2020) 012096. I.O.P. Publishing. doi:10.1088/1757-899X/993/1/012096	Scopus
	15. Samengon, H., Hashim, N. A. A. N., Naw, N. M. M., Ahmad, G., <b>Che Aziz, R.</b> , Othman, N. A., ... Fahmie, S. I. (2020). Factors Affecting Turnover Intention of Three-Star Hotel Industry in Malaysia. <i>TEST Engineering &amp; Management</i> , 82(1), 11056–11064	Scopus
	16. Mohd Yusof, M.F., Wong, A., Ahmad, G., <b>Che Aziz, R.</b> and Hussain, K. (2020), "Enhancing hospitality and tourism graduate employability through the 2u2i program", <i>Worldwide Hospitality and Tourism Themes</i> , Vol. 12 No. 2, pp. 137-144. <a href="https://doi.org/10.1108/WHATT-12-2019-0077">https://doi.org/10.1108/WHATT-12-2019-0077</a>	WoS/ Scopus S.J.R.: 0.29
	17. Naw, M. N., Hashim., N. A. A, <b>Che Aziz, R.</b> , Samengon, H., Raja Omar, R. N., Abdullah, N.A.T., & Simpong, D.B. (2020) Tourist	Scopus Q4

Loyalty Toward Online Travel Reviews: Examining the Reliability and Validity of Instrument. <i>International Journal of Advanced Science and Technology (I.J.A.S.T.)</i> . 29(11), 1837 – 1841.	
18. <b>Che Aziz, R.</b> , Hashim, N. A. A. N., Nordin, A.N.A., Hosayni, S.H., Suhaimi, N.F.S., & Yusof, A.M. (2020). Determinant Factors that Affect E-Learning Approach in Teaching and Learning at Higher Education: A Literature Review. <i>Jurnal Penyelidikan Sains Sosial (JOSSR)</i> . 3 (8), pp. 42 - 51]. eISSN: 2637 -0956.	Indexed (MyCite)
19. Hashim, N. A. A. N., Zulkifli, W. F. W., <b>Che Aziz, R.</b> , Nawi, N. M. M., Awang, Z., Muhammad, N. H., & Yusoff, A. M. (2020). Grab Pay App: The Factors Influencing Tourists' Behavioral Intention-to-Use. <i>Journal of Talent Development and Excellence</i> , 12(3S), 820-828.	Indexed
20. Bakar, N. A., Hashim, N. A. A. N., Nawi, N. M. M., Rahim, M. A., Yusoff, A. M., <b>Che Aziz, R.</b> , & Ahmad, G. (2020). Travel Mobile Applications: the Use of Unified Acceptance Technology Model. <i>International Journal of Innovative Technology and Exploring Engineering</i> , 9(3), 3118–3121. <a href="https://doi.org/10.35940/ijitee.b7661.019320">https://doi.org/10.35940/ijitee.b7661.019320</a>	Indexed
21. Hong, L. M., Sha'ari, M. A. A. H., Zulkifli, W. F. W., <b>Che Aziz, R.</b> , & Ismail, M. (2020). Determinant factors that influence entrepreneurial intention among students in Malaysia. <i>Jurnal Manajemen &amp; Kewirausahaan</i> , 22 (1), 80–86. <a href="https://doi.org/10.9744/jmk.22.1.80">https://doi.org/10.9744/jmk.22.1.80</a>	Indexed
22. Nik Alif Amri Nik Hashim, <b>Roslizawati Che Aziz</b> , Zaimatul Awang, Tahirah Abdullah, Abdullah Muhamed Yusoff & Fauzan Hafiz Muhammad Safri. <i>Validating the Measuring Instrument for the Factors Leads to Effectiveness of E-Learning Tools in Teaching and Learning Approach among students: A Pilot Study</i> .	(Indexed by SCOPUS, Q2/Q3)- Submitted and in reviewing process

c) **Intellectual Property (Copyright)**

- 2025 **CR-1A No Copyright: AR2025W02310 GERIC INTEGRATED MANAGEMENT SYSTEM (GIMS)**
- 2025 **CR-1A No Copyright: AR2025W02422 NASI KERABU KELANTAN**
- 2025 **CR-1A No Copyright: AR2025W02205 LUSHEA COSMETIC PRODUCT**
- 2024 **CR-1A No Copyright: LY2024W0722 INDUSTRY FACE 3u1i MODEL**
- 2024 **CR-1A No Copyright: LY2024C06510 GLOWBEE SERUM PRODUCT**
- 2024 **CR-1A No Copyright: LY2024C04853 POSTNATAL CARE** (*Traditional postnatal care Guideline: Checklist and Requirements*)
- 2024 **CR-1A No Copyright: LY2024W04104 THE HYFLEX CURRICULUM MODEL FOR THE INDUSTRY MODE PROGRAM** (*Literary Work*)
- 2023 **CR-1A No Copyright: LY2023C06394 MYSOEP** (*Developing a Minimum Standard of Environmental Practices (MySOEP) among Homestay Providers in Malaysia*)
- 2019 **CR-1A No Copyright: LY2019000233 GO-FIT** (*Literary Work for Go- Free Independent Traveller Apps*)

d) Other Publications ( research module/ ad hoc module/ academic module);

Year	Authors & Tittle	Level
2025	<b>EDITOR IN CHIEF</b> e-PROCEEDING. Outdoor Recreation and Adventure Tourism (OUTREC 2024) in conjunction with MyAdventure Tourism Expedition (MY-ATE 2024). Organized by the Faculty of Hospitality, Tourism & Wellness (FHPK). E-ISBN No: 978-629-99863-3-1. Published by Ricom Trading.	University
	<b>EDITOR</b> e-PROCEEDING. SULAM Innovate & Symposium (SUISS) for Community Project. Organised by Faculty of Hospitality, Tourism & Wellness (FHPK), 18 – 19 June 2024. E-ISBN No: 978-629-489-029-0. Published by Library UMK	National
	<b>EDITOR.</b> Policy Paper Publication. <i>'Resolusi Penglibatan MAIK dalam Pemerkasaan Wakaf untuk Pembangunan Ekonomi Berterusan dan Kesejahteraan Sosial'</i> bersempena "The Global Waqf, Technology and Business Economic (G-CWTBE 2024). Organized by AURA-ANGKASA Universiti Malaysia Kelantan (UMK) dan Yayasan Infaq Angkasa (ANGKASA). E-ISBN No: Published by Library UMK	National
2024	<b>EDITOR</b> e-PROCEEDING. Global Wellness Conference 2024 (GLOW) in conjunction with National Symposium on Wellness Trainer (NSWT). Organized by Malaysian Association on Wellness Trainer (MAWT), 14 – 15 February 2024. E-ISBN No: 978-629-489-019-0. Published by Library UMK	National
	<b>EDITOR</b> e-PROCEEDING. Coffee Book for the Sustainability of the Creative Cultural Industries (S.C.C.I.P) 2024. Organized by UMK in collaboration with the Ministry of Tourism, Culture & Art (MOTAC), E-ISBN No: 978-629-489-034-3. Published by Library UMK	National
	<b>EDITOR IN CHIEF</b> e-PROCEEDING. SULAM Innovate, Showcase & Symposium 2024 (SUISS) in conjunction with the International Teaching and Learning Innovation (i-TELIC 2024). E-ISBN No: 978-629-489-046-6. Published by Library UMK	University
2023	Teaching and Learning Guideline (G.P.P.P.A.), Academic Development and Performance Center (P.K.P.A.), University Malaysia Kelantan	
2021	Academic Guideline (Pandemic COVID19) for Academic Development Department, University Malaysia Kelantan (U.M.K.)	University

Assessment and Evaluation Guideline (G.P.P.P.), Academic Development and Performance Center (P.K.P.A.), University Malaysia Kelantan

New Academic Development Guideline (G.P.P.A.B.), Academic Development and Performance Center (P.K.P.A.), University Malaysia Kelantan

**2020** Academic Staff Development Module: Competencies for staff. Human Resource Development, Universiti Malaysia Kelantan

Mode Industry (3u1i) Programme Development Guideline, Faculty of Hospitality, Tourism and Wellness (F.H.P.K.)

e) **Research Grant (National & International level)**

**LEADER OF THE GRANTS**

No	Duration/ Period	Research/ Grant Info	Amount & Level
1	1 year (1st October 2025 – 30th September 2026)	<b>Leader-</b> Geran Dana Inovasi & Kajian Sosial (2025) Ministry of Higher Education Malaysia - <i>Study on Intervention Professional Recreation Impact and Sustainable Tourism on Rural Communities at Kelantan Areas (Gua Musang- Dabong- Jeli)</i>	National RM54,300.00 <b>(Active)</b>
2	2 years (1st October 2023 – 30th September 2025)	<b>Leader-</b> Fundamental Research Grant Scheme (F.R.G.S.) Ministry of Higher Education Malaysia - <i>Developing an Integrated Ecotourism Framework for Geo-Heritage Sites at Kelantan</i>	University RM92,000.00 <b>(Active)</b>
3	1 year (1st July 2021 – 30th June 2022)	<b>Leader-</b> U.M.K. Star Rising Research Award, Universiti Malaysia Kelantan (U.M.K.) - <i>Modelling the Community-based Ecotourism Approach for Local Community Participation</i>	University RM10,000.00 (Finished)
4	6 months (November 2020 – April 2021)	<b>Leader</b> – All-Party Parliamentary Group Malaysia (APPGM-SDG) 2020 (UMK.B18.00.800-3/18/11 (09)) - <i>Program Perusahaan Sosio Eko-pelancongan di Gunung Reng, Jeli, Kelantan</i>	National RM30,000.00 (Finished)

5	6 months (April - December 2024)	<b>Leader</b> – ASEAN Cultural Grant 2024 (R/SCCIP/A1100/00219A/004/2024/01321) - <i>Ministry of Tourism, Arts &amp; Cultural (M.O.T.A.C.), Malaysia</i>	National RM98,000.00 (Finished)
6	1 year (Nov 2025 – Nov 2026)	<b>Leader</b> – Funding from KPTiP (KPT-PTPTN) Program, Professional & Tauliah Industri “Certificate Professional Mutawif & Muslim Tour Leader (PROMET 2025)” <i>Ministry of Higher Education (MoHE) &amp; PTPTN Malaysia</i>	National RM300,000.00 (Ongoing)
7	1 year (Nov 2025 – Nov 2026)	<b>Leader</b> – Funding from KPTiP (KPT-PTPTN) Program, Professional & Tauliah Industri “Certificate Professional in Spa & Wellness Management (SPAWM 2025)” <i>Ministry of Higher Education (MoHE) &amp; PTPTN Malaysia</i>	National RM470,000.00 (Ongoing)

### **MEMBERS OF THE GRANT**

No	Duration/ Period	Research/ Grant Info	Amount & Level
1	1 year (1st October 2025 – 30th September 2026)	Member - Geran Dana Inovasi & Kajian Sosial (2025), Ministry of Higher Education Malaysia - <i>Investigating the impact and potential of Rural Spa at Pulau Pangkor, Perak</i>	National RM66,000.00 <b>(Active)</b>
2	1 year (1st October 2025 – 30th September 2026)	Member - Geran Dana Inovasi & Kajian Sosial (2025), Ministry of Higher Education Malaysia - <i>Pemeriksaan Warga Emas melalui Agropelancongan Komuniti ke arah Pendapatan Lestari dan Produktiviti Pasca Persaraan )</i>	National RM76,360.00 <b>(Active)</b>
3	9 months (1 Dec 2024 – 30 Aug 2025)	Member – Social Research Grant Fund 2024 (Ministry of Higher Education (KPT)) - <i>Potential and Impacts of Beauty Spa Business among Rural Youth in Kelantan</i>	National RM37,812.40 (Finished)
4	1 year (1 Oct 2023 – 30 Sept 2024)	Member - U.M.K. Community Impact Research Grant (UMK-COMM) 2023 - <i>Ibucare and Wellness Center</i> (R/COM/A1100/01098A/004/2023/01206)	University RM12,000.00 (Finished)
5	1 year (22 Dec 2022 – 21 Dec 2023)	Member - U.M.K. Prototype Research Grant (UMK-PRO) 2022	University RM20,000.00 (Finished)

		- <i>Developing a Minimum Standard of Environmental Practices (MySOEP) among Homestay Providers in Malaysia</i> (R/FUND/A1100/01807A/001/2020/00821) -	
6	1 year (22 Dec 2022 – 21 Dec 2023)	Member - U.M.K. Community Research Grant (UMK-COM) 2022 - <i>Malaysia Truly Asia: Developing Smart Tourism Mobile Apps for International Travelers in Malaysia (SToMAIT)</i> (R/FUND/A1100/01810A/001/2020/00832)	University RM10,000.00 (Finished)
7	1 year (22 Dec 2022 – 21 Dec 2023)	Member - U.M.K. Community Research Grant (UMK-COM) 2022 - <i>Sustainability Tourism Research</i> (R/FUND/A1100/01810A/001/2020/00832)	University RM10,000.00 (Finished)
8	2 years (1st November 2020 – 31st October 2022)	Member- Fundamental Research Grant Scheme (F.R.G.S.) Ministry of Higher Education Malaysia - <i>Modelling the Indigenous-Inspired Spa Strategic Marketing using the Golden Circle Method</i> (R/FRGS/A1100/00651A/002/2020/00878)	National RM66,200.00 (Finished)
9	1 year (1st November 2020 – 31st October 2021)	Member - U.M.K. Fundamental Research Grant (UMK-Fund) 2020 - <i>Assessment of Umrah and Hajj Pilgrimage Wellbeing during Covid-19 Pandemic</i> (R/FUND/A1100/01807A/001/2020/00821)	University RM5,000.00 (Finished)
10	2 years (1st September 2019 – 31st October 2021)	Member – Fundamental Research Grant Scheme (F.R.G.S.)- RACER: Ministry of Higher Education - <i>Modelling Shariah Compliance in Spa Industry</i> (R/FRGS/A1100/01416A/002/2019/00676)	National RM40,000.00 (Finished)
11	2 years (1st August 2017 – 30th July 2019)	Member- Fundamental Research Grant Scheme (F.R.G.S.) Ministry of Higher Education Malaysia - <i>The determinants of tourist travel intention in Malaysia: The Role of Perceived Risk and Destination Image</i> (R/FRGS/A1100/01117A/001/2017/000442)	National RM57,452.00 (Finished)

### Other Grant (Entrepreneurship/ KPT-PACE, KPT-CAP)

No	Duration/ Period	Research/ Grant Info	Amount & Level
1	8 bulan (1 Mac 2022 – 1 Dec 2022)	<b>Leader-</b> PENJANA KPT- PACE 2021, Ministry of Higher Education (M.O.H.E.), Malaysia - <i>Scuba Diving Certification Course 2021</i>	National RM118,000.00
2	8 bulan (1 Mac 2022 – 1 Dec 2022)	<b>Leader-</b> PENJANA KPT- PACE 2021, Ministry of Higher Education (M.O.H.E.), Malaysia - <i>Outdoor Recreation Certification Course 2021</i>	National RM145,000.00
3	8 bulan (1 Feb 2023 – 1 Nov 2023)	Member- PENJANA KPT- PACE 2022, Ministry of Higher Education (M.O.H.E.), Malaysia - <i>Aplus Certification Program for Non-Accounting Students</i>	National RM100,000.00
4	2 years (Sept 2020 – Aug 2021)	Member –Higher Impact Entrepreneurship Program Grant 2020 Ministry of Higher Education - Hotspot Video Warisan Budaya: UNiTSQ Contentpreneur Program <i>(UMK.B01.18.17.100-12/1/3 (49)</i>	National RM183,000.00
5	2 years (October 2018 – Dec 2021)	Member – Higher Impact Entrepreneurship Program Grant 2019 Ministry of Higher Education - Entrepreneurship Co-Existence Training Program (E.C.T.P.) <i>(UMK.B01.08.17/800-2/2/12 (5)</i>	National RM100,000.00

## CONSULTATION PROJECT WITH COMMUNITY & INDUSTRY

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a. **Project Consultation with value:**

June – Nov 2025

Project consultation with Global Environment Centre (GEC) for developing a Business Plan and Strategic Business Model for Kampung Kenang and Improvement of the Existing Business Plan for Kampung Tonggang, Perak (RM20,000.00)

Dec 2024 – Dec 2025

International Consultancy Project "Intellectual Property and Gastronomy Tourism for Malaysian and Other Developing Countries". MyIPO and WIPO. (RM41,216.00)

July 2024 – Dec 2024

Consultancy Project for the Feasibility Study Bazar Siti Aisyah (Market place) as Tourist Attraction in Kelantan, Malaysia (RM70,000.00)

Jan 2024 – June 2024

Consultancy Project for the National Symposium Wellness Trainer & Global Wellness Conference 2024 (RM5,000.00)

April 2022 – Dec 2022

Consultancy Project for Project Consultant for Aplus Certification Program for Non-Accounting Students, Appointed by Koperasi U.M.K. Sdn Bhd (RM9,950.00)

Consultancy Project for Scuba Diving Certification Course, Appointed by Pearl Island Adventure Sdn Bhd (RM10,00.00)

Consultancy Project for Outdoor Recreation Certification Course, Appointed by Pearl Island Adventure Sdn Bhd (RM 9,500.00)

Aug 2020 – Nov 2021

Consultancy Project for U.M.K. Business Venture (U.M.K.B.V.) – Profiling E.C.E.R. Project 2020 (RM1,500.00)

Jun 2019 – Jun 2020

Kelantan Socio-Economic Consultation Project and Human Resources Training collaboration with Kelantan Secretary Office (SUK)- RM15,000.00

b. **Project Consultation without value:**

- 2022 Consultant project with B.E.R.A. Tourism Association for Tourism Development, Pahang
- 2021 Consultancy Project for Jeli District – Ecotourism Development Project for Gunung Reng, Jeli
- 2020 Consultancy Project for Tudan Secondary School, Tuaran, Sabah (Community Services & Community Development Program)
- 2019 Program Consultant for HT-023-3: 2012 Tourist Guide Course, Geo Training Studio Sdn Bhd, Langkawi, Malaysia (PENJANA KPT-CAP 2020)

**ACADEMIC & PERSONAL RECOGNITIONS**

Year	Awards	Title	Level
2025	<b>Entrepreneurial Award</b>	<i>“Anugerah Nadi Keusahawanan UMK 2025 (UMK Entrepreneurial Inspiration Award), Universiti Malaysia Kelantan Entrepreneurship Award (UMKEA) 2025, 27<sup>th</sup> May 2025</i>	University
2024	<b>Best Presenter Award</b>	<i>“Integrating the Innovative Waqf Models (Bridging Tradition and Modernity Approach) for Sustainable Tourism Development in Malaysia. Global Conference on Waqf, Technology &amp; Business Economics (G-CWTBE 2024). UMK. 11 September 2024</i>	International
	<b>Best of the Best Paper</b>	<i>“Critical Insights Into Waqf Research: A Bibliometric Review. Global Conference on Waqf, Technology &amp; Business Economics (G-CWTBE 2024). UMK. 11 September 2024</i>	International
	<b>Best Paper Award</b>	<i>“Analysing Global Research Trends in Information Technology (IT) And Logistics: A Bibliometric Perspective.” Global Conference on Waqf, Technology &amp; Business Economics (G-CWTBE 2024). UMK. 11 September 2024</i>	International
	<b>Best Paper Award</b>	<i>“Analysing Industry 5.0 in Logistics: A Bibliometric Perspective.” Global Conference on Waqf, Technology &amp;</i>	International

		<i>Business Economics (G-CWTBE 2024). UMK. 11 September 2024</i>	
	<b>Best Paper Award</b>	<i>"Mapping the Halal Logistics: A Bibliometric Perspective."</i>	International Global Conference on Waqf, Technology & Business Economics (G-CWTBE 2024). UMK. 11 September 2024
	<b>Silver Medal</b>	<i>F.A.C.E Model Approach for Industry Mode Program.</i>	International International University Carnival Exhibition (IUCEL) 2024. 5 September 2024. Bangi, Malaysia
	<b>Gold Medal</b>	<i>Innovative Solution for ACNE: The Formulation of GLOWBEE Booster Serum. Carnival and Research Innovation.</i>	University 9 September 2024
<b>2023</b>	<b>Gold Medal</b>	<i>"Campus-Away Approach: Hyflex Learning for Industry Mode Program"</i>	International at International Teaching Enhancement and Learning Innovation Carnival 2020 (i-TeLiC). UMP, Malaysia, organizes them on 5 <sup>th</sup> – 6 <sup>th</sup> July 2023.
	<b>Gold Medal</b>	<i>"Rizbrunana High Fibre Biscuit: From Waste to Health"</i>	International at the International Expo of Innovation Product and System Design (I.N.V.I.D.E.) 2023. Organized by U.N.I.M.A.P., Malaysia on 23 <sup>rd</sup> Jun 2023
	<b>Silver Medal</b>	<i>"Development of Glowbee Anti Booster Serum for Commercialization"</i>	International at the International Research and Innovation Competition (I.N.N.A.R.I.C.) 2023 organized by Universiti Malaysia Kelantan (U.M.K.) on 23 <sup>rd</sup> November 2023.
<b>2022</b>	<b>A.P.C. 2021</b>	<i>Excellent Service Award (A.P.C.),</i>	University University Malaysia Kelantan
	<b>Silver Medal</b>	<i>Virtual Research and Innovation Exhibition UniMAP (E.R.E.K.A. 2022). 1click Budget Travel Apps: A Transformative Travel Apps.</i>	National
	<b>Gold Award</b>	<i>8 th Teaching and Learning Innovation Festival (T.L.I.F.) 2022. LAE-Apprentice Model for Work-Based Learning (W.B.L.).</i>	National
<b>2021</b>	<b>Gold Medal &amp; Best Abstract Award</b>	<i>i2tor: Inspired and Motivational Apps: Beginner Innovation and Entrepreneurship 2.0 (B.I.E. 2021).</i>	University Faculty Hospitality, Tourism and Wellness (F.H.P.K.), University Malaysia Kelantan

	<b>Silver Medal &amp; Best Poster Award</b>	<i>1click Budget Travel Apps: A Transformative Travel Apps. Beginner Innovation and Entrepreneurship 2.0 (B.I.E. 2021).</i> Faculty Hospitality, Tourism and Wellness (F.H.P.K.), University Malaysia Kelantan	University
	<b>Silver Medal</b>	<i>i2tor: The 21<sup>st</sup> Century Approach for Education Platform.</i> Carnival Research Innovation (C.R.I.) 2021, Universiti Malaysia Kelantan. 30th August 2021	University
	<b>Silver Medal</b>	<i>1click Budget Travel Apps: ONE-STOP platform for Budgeting Traveler.</i> Carnival Research Innovation (C.R.I.) 2021, Universiti Malaysia Kelantan. 30th August 2021	University
	<b>Gold Medal</b>	<i>My Escapade! Apps: Apps: Exploring Adventure Tourism Destination.</i> Carnival Research Innovation (C.R.I.) 2021, Universiti Malaysia Kelantan. 30th August 2021	University
	<b>Bronze Medal</b>	<i>i2tor: A Transformative Education Platform. Virtual Innovation Competition (VIC21).</i> Universiti Teknologi Mara (UiTM Cawangan Kelantan). 30 September 2021	National
	<b>Silver Medal</b>	<i>1click Budget Travel Apps: ONE-STOP platform for Budgeting Traveler. Virtual Innovation Carnival (VIC21).</i> Universiti Teknologi Mara (Cawangan Kelantan). 30 September 2021	National
<b>2020</b>	<b>Silver Medal</b>	<i>“Go-FIT: Crowd Teaching Source for Travel &amp; Tours Course”</i> at Teaching Enhancement and Learning Innovation Carnival 2020 (TeLiC), Universiti Malaysia Kelantan, 21 <sup>st</sup> February 2020.	University
<b>2019</b>		<i>University Recognition Award (A.J.U.), University Malaysia Kelantan</i>	University
	<b>Silver Medal</b>	<i>“S.O.A.R Model: Shifting from Classroom Management to Classroom Leadership”</i> at International Carnival on E-Learning in Teaching & Learning (I.U.C.E.L.). 21 <sup>st</sup> – 23 <sup>rd</sup> September 2019.	International
	<b>Bronze Medal</b>	<i>“Go-FIT: Crowd Teaching Source for Travel &amp; Tours Course”</i> at International Carnival on E-Learning in Teaching & Learning (I.U.C.E.L.). 21 <sup>st</sup> – 23 <sup>rd</sup> September 2019.	International
	<b>Silver Medal</b>	<i>“Go-FIT: An Integrated Online Platform for Free Independent Traveller and Teaching Aid for Tourism Course”</i> at Malaysian Technology Expo (M.T.E.) 2019 at	International

	P.W.T.C., Kuala Lumpur, Malaysia. 21 <sup>st</sup> – 23 <sup>rd</sup> February 2019.	
<b>Gold Medal</b>	<i>“S.O.A.R Model: Shifting from Classroom Management to Classroom Leadership”</i> at Carnival Innovation in Teaching & Learning 2019 (K-Novasi), Universiti Kebangsaan Malaysia, Selangor, 21 <sup>st</sup> – 23 <sup>rd</sup> February 2019.	National
<b>Gold Medal</b>	<i>“Go-FIT: Crowd Teaching Source for Travel &amp; Tours Course”</i> at Carnival Innovation in Teaching & Learning 2019 (K-Novasi), Universiti Kebangsaan Malaysia, Selangor. 21 <sup>st</sup> – 23 <sup>rd</sup> February 2019.	National
<b>Bronze Medal</b>	<i>“A.I.P.D Model: Empowering students entrepreneurship attribute through Online Learning at Territory Level of Education”</i> at Carnival Innovation in Teaching & Learning 2019 (K-Novasi), Universiti Kebangsaan Malaysia, Selangor. 21 <sup>st</sup> – 23 <sup>rd</sup> February 2019.	National
<b>Gold Medal</b>	<i>“S.O.A.R Model: Shifting from Classroom Management to Classroom Leadership”</i> at Teaching Enhancement and Learning Innovation Carnival 2019 (TeLiC), Universiti Malaysia Kelantan, 21 <sup>st</sup> May 2019.	University
<b>Gold Medal</b>	<i>“Go-FIT: Crowd Teaching Source for Travel &amp; Tours Course”</i> at Teaching Enhancement and Learning Innovation Carnival 2019 (TeLiC), Universiti Malaysia Kelantan, 21 <sup>st</sup> May 2019.	University
<b>Gold Medal</b>	<i>“A.I.P.D Model: Empowering Students Entrepreneurship Attribute through Online Learning”</i> at Teaching Enhancement and Learning Innovation Carnival 2019 (TeLiC), Universiti Malaysia Kelantan, 21 <sup>st</sup> May 2019.	University
<b>Silver Medal</b>	<i>“GoFire: Nation’s Identity Enhancement Tools for teaching and Learning Activities”</i> at Teaching Enhancement and Learning Innovation Carnival 2019 (TeLiC), Universiti Malaysia Kelantan, 21 <sup>st</sup> May 2019.	University

## RESEARCH PERFORMANCE

### 1. Scopus H-Index

Aziz, Roslizawati Binti Che

[Universiti Malaysia Kelantan](#), Bachok, Malaysia • Scopus ID: 57196275104 •

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Citations by 365 documents

34

Documents

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### 2. Google scholar index



Roslizawati Che Aziz

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[Rural Tourism](#) [Sustainable tourism](#) [Entrepreneurship](#)

Cited by

	All	Since 2020
Citations	1149	1103
<a href="#">h-index</a>	20	20
i10-index	25	23

### 3. Research gate score



Roslizawati Che Aziz

PhD (Tourism) · Professor (Associate) at University of Malaysia Kelantan  
Malaysia

872.8 Research Interest Score | 727 Citations | 15 h-index

### 4. PUBLONS/ WEB OF SCIENCE (WoS) - AFB-9992-2022

Web of Science Core Collection metrics

8

H-Index

14

Publications

193

Sum of Times Cited

184

Citing Articles

185

Sum of Times Cited  
without self-citations

179

Citing Articles  
without self-citations

## PROFESSIONAL MEMBERSHIP

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- Secretariat - Malaysian Association Wellness Trainers (M.A.W.T.) – 2020 till 2021
- Member - Malaysian Association Wellness Trainers (M.A.W.T.) – 2019 till present
- Member - Tourism Educator Association Malaysia (TEAM) – 2021 till present
- Member - Alumni Association Universiti Putra Malaysia (P.A.U.P.M.) – 2019 till present
- Member - Malaysia Association of Entrepreneurship Educators (MyEED)

## REFERENCES

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