

BIOGRAPHICAL STATEMENT

Kashif Hussain, Professor

Dr. Kashif Hussain is a Senior Academician and Full Professor of Marketing and Management (Hospitality and Tourism Studies) in the Higher Education sector. He holds a Ph.D. in Educational Administration and Supervision from Near East University, as well as an M.Sc. in Tourism Management and a B.Sc. in Tourism & Hospitality Management from the Eastern Mediterranean University from North Cyprus (Turkey).



He is currently attached with Asia Pacific University of Technology and Innovation in Malaysia. He is the former Dean for College of Business Management at University of Doha for Science and Technology in Qatar. At the same time, he is an Affiliate Professor at Superior University in Pakistan, a Visiting Professor at British University Vietnam in Vietnam. He was the former Chair of the School of Media and Communication and have served as the Director of Research for the Faculty of Social Sciences and Leisure Management and contributed in the foundations to establish Centre for Research and Innovation in Tourism at Taylor's University in Malaysia. He was the former Dean for the Faculty of Hospitality and Tourism Management of UCSI University and the former President for Malaysia Centre for Tourism and Hospitality Education (MyCentHE-a nations building initiative under Prime Minister office) at Ministry of Higher Education in Malaysia.

His research interests are in services marketing, quality management, hospitality, consumer behavior, tourist experience, business tourism, economic impact assessment (modeling), event management, sustainable development, innovation and strategic management.

He is the author of more than 120 publications, including journal articles, books, book chapters. His work has been published in a number of high-impact and top-tier journals, including European Journal of Tourism Research, European Journal of Tourism Research, The Service Industries Journal, Total Quality Management & Business Excellence, Managing Service Quality, International Journal of Contemporary Hospitality Management, Education and Science, EuroAsian Journal of Educational Research, Worldwide Hospitality and Tourism Themes, Quality

Assurance in Education, International Journal of Hospitality & Tourism Systems, Journal of Hospitality, Leisure, Sport and Tourism Education, The Economic Argument, Journal of Travel and Tourism Marketing, Event Management etc. He is a board member, referee, and guest editor for several international journals. He is the founding editor of the Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT-Scopus Indexed) and Asia-Pacific Journal of Futures in Education and Society (APJFES) (New Journal). He has also served as editor-in-chief for Search Journal of Media and Communication Research (SEARCH-Scopus & ESCI Indexed).

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