



## CURRICULUM VITAE

Dr. Suziana Hassan (Universiti Kebangsaan Malaysia)  
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### **Academic Qualification**

1. PhD. in Nature Resources and Environmental Economics / University of Copenhagen, Denmark (2016)
2. M.Sc. of Science (Parks and Recreation Management) / Universiti Putra Malaysia (2010)
3. B.Sc. (Hons.) in Forestry/ Universiti Putra Malaysia (2007)

### **Scientific experience, Specialisation, and current employment**

1. UPM Bintulu Campus/ Tutor / Forestry Department. 5 Jan 2011 – 13/11/ 2016
2. UPM Bintulu Campus/ Senior Lecturer / Forestry Department. 14/11/2016 – 31/1/2023
3. Universiti Kebangsaan Malaysia / University's Lecturer. 1/2/2023 – Present.

### **Honours and Awards**

#### Academic Awards

1. Excellent Service (2022/2021/2020/2019/2018) / Universiti Putra Malaysia
2. Gold Medalion in Putra InnoCreative Carnival in Teaching and Learning (PicTL) – 2022
3. Gold Medallion in Putra InnoCreative Carnival in Teaching and Learning (PicTL) – 2020
4. Bronze Medallion in Putra InnoCreative Carnival in Teaching and Learning (PicTL) – 2019
5. Gold Medallion in Putra InnoCreative Carnival in Teaching and Learning (PicTL) – 2018
6. Best Paper Awards, 2nd ABRA International Conference on Quality of Life. Izmir, Turkey – 2015

### **List of publications (Journal article)**

1. Ibrahim, M.S.N., Assim, M.I.S.A., Johari, S., Wan Mohamad, S.K, Afandi, S.H.M, Hassan, S. **(2022)** Public awareness on biodiversity conservation and well-being: case of Gunung Mulu National Park, Sarawak. *GeoJournal* (2022). <https://doi.org/10.1007/s10708-022-10818-x>
2. Mohd Adam S., Mohammad Afandi S.H., Wan Mohamad, W.N., **Hassan, S. (2022)**. Mapping Major Trends in Global Research In Marine And Coastal Tourism: A Bibliometric Analysis. *Journal of Sustainability Science and Management*. 17 (8), 196-213.
3. Krishnan, D., Ghazali, M., Shahid, K. M., Hussain, S. S. H., & **Hassan, S. (2022)**. Recycling Knowledge among Malaysians Towards Maintaining Clean Environment. *Journal of Tourism Hospitality and Environment Management*, 7 (29), 336-343.
4. M.S.N. Ibrahim, S. Abdul-Halim, M.Y. Ishak, **S. Hassan (2021)**. The local community awareness on Langkawi UNESCO GlobalGeopark Status: Case of Kampung Padang Puteh, Langkawi, Malaysia. *International Journal of Geoheritage and Parks*. <https://doi.org/10.1016/j.ijgeop.2021.02.009> .
5. Ibrahim, M. S. N., Adam Assim, M. I. S., Johari, S., Wan Mohammad, S. K., & **Hassan, S. (2021)**. Influencing of knowledge, attitude, and experience towards biodiversity conservation: Case study of Bako National Park, Sarawak, Malaysia. *The Malaysian Forester*, 84(2), 255–270.
6. Sim, K. C., Mohamad Syahrul Nizam, I., Juriah, K., Zamri. R. And **Suziana, H. (2020)**. Perception on Environmental Conservation In Similajau National Park, Sarawak, Malaysia. *Malaysian Forester*. 83 (2) : 402-422.

7. AINI N. SUKIRMAN; HARIZT B. KHALEX; SUHAILI MUSTAFA; SHAHRUL R. SARBINI; **SUZIANA HASSAN**; SHARIFAH S. S-HUSSAIN; INDAH AHMAD; ZAFRI HASSAN; SARAH A. ALTWAIM; JURIAH KAMALUDEEN. 2020. Umami Dish Preparation Practices and Food Safety Behaviors in Bintulu Locals on Borneo Island, Malaysia. *Journal of Food Protection*. 83 (10): 1764–1774.
8. **S Hassan**, SB Olsen, BJ Thorsen, (2019). Urban-rural divides in preferences for wetland conservation in Malaysia. *Land Use Policy*. 84: 226-237.
9. **S Hassan**, SB Olsen, SHM Afandi, BJ Thorsen (2018). Environmental Attitudes on Setiu Wetlands, Malaysia. *Asian Journal of Quality of Life* 3 (11), 59-69.
10. **Suziana, H.**, Olsen, S. B., & Thorsen, B. J. (2018). Appropriate Payment Vehicles in Stated Preference Studies in Developing Economies. *Journal of Environmental & Resource Economics (ERE)*, 71:1053–1075
11. **Suziana, H.** (2017). Environmental attitudes and preference for wetland conservation in Malaysia. *Journal For Nature Conservation*. 37(133-145).
12. Kawsar, Mahidi Hasan; Al Pavel, Muha Abdullah ; Uddin, Mohammad Belal ; Rahman, Syed Ajjur; Al Mamun, Md Abdullah ; **Hassan, Suziana Binti**; Alam, Mohammad Shafioul ; Tamrakar, Rijan ; Wadud, Md Abdul (2015). Quantifying recreational value and the functional relationship between travel cost and visiting national park. *International Journal of Environmental Planning and Management*, Vol. 1, No. 3, p. 84-89.
13. **S Hassan**, A Mohd, M Mariapan, MZ Husin (2010). [Segmentation of nature tourists through motivation of travel to Kuala Gandah national elephant conservation centre.](#) *Malaysian Forester* 73(1):7-15

#### **List of publications (Books/Monographs/ Chapter in book)**

1. W.Norhidayah W.M, Syamsul, H.M.A., Suziana. H., Ahmad Shuib, Muhamad Z. L. H. (2019) CE in Parctice - An Application of Choice Model in Economic Valuation: A Setiu Wetland Case Study. Universiti Putra Malaysia, National, ISBN 9789673449873 , [33-45].
2. Hassan, Suziana Binti, Environmental Valuation of Conserving the Setiu Wetland in Malaysia: With a Focus on Understanding Preference Heterogeneity and Solving Methodological Challenges. Ph.D. thesis. Department of Food and Resource Economics, Faculty of Science, University of Copenhagen, 2016.
3. Suziana, H. Zamri, R., Zahora, I. (2019). Environmental valuation of conserving the environmental resources in Setiu Wetland, Malaysia in *Natural Resources and Biodiversity*, King. J.H., Ahmed, O.H., Shahrul, R.S. University Putra Malaysia Kampus Bintulu, Sarawak, ISBN 9789673449187, [211-221]
4. Suziana, H. (2019). Potential recreational activities for Bukit Kana National Park Potential in 'Wonders of Nature: The enchanting wonders of Bukit Kana Natiaonal Park' Zamri, R., John, K.C., Norul, I.M.A. University Putra Malaysia Kampus Bintulu, Sarawak, ISBN 9789671214046, [147-164]

#### **Past /Ongoing Research Project**

1. Socioeconomic valuation of Sarawak hill paddy ecosystem at Sg. Asap, Belaga, Sarawak/ Project Leader/ 2022/ TRGS. On-going
2. A Cost Benefit Analysis of Forest Management Certification in Sarawak/ Project Member/ Funded by Forest Department, Sarawak State/ Project commence on Oct, 2022 – 2025. (RM242,000). On-going
3. 5540319/ Estimating payment for ecosystem services to alleviate security risk of water-related ecosystems in Klang Valley, Malaysia using stated choice experiment method/ Co-researcher/ 2019- 2022/FRGS-On-going.
4. Ethnobotanical study of medicinal and edible plants used by the Orang Ulu community in Sarawak, and the potential for its commercialization. / Co-researcher / 2021-2024 / Putra Grant- UPM/ Ongoing.

5. 9589100/The economic valuation of natural resources for conservation: A case study in Similajau National Park, Malaysia./ Principle investigator/ 2017-2019/ Putra Grant- UPM/ Completed.
6. 9592900/ Conservation of water catchment areas to improve the sustainability of water resources in Malaysia : An application of stated choice experiment/ Co-researcher/ 2018-2020/ Putra Grant – UPM/ Completed
7. JPT.S (BPKI) 2000/09/01/015Jld.4 (67)/ Responsible rural tourism network/ Co-researcher / 2013-2015/ Long-Term Research Grant Scheme (LRGS) Programme, KPT/ Completed
8. Grant DNRF 96/ Environmental and economic valuation on Setiu Wetlands, Malaysia. /Co-researcher/ 2013-2016/ Danish National Research Foundation (Centre of Excellence, Copenhagen)/ Completed

### **Post-graduate supervision**

1. GS56022 Mohamad Syahrul Nizam bin Ibrahim / Ph.d / Main Supervisor/ Sep 2019- Present/ Status : Thesis Submitted - (Expected to Viva on February, 2023).
2. GS47802 Sim Kah Ching / Master/ Co-Supervisor/ Sept 2017 – Present/ Status: Completed Viva on June, 2022.
3. GS65608 Tao Xiaoning/ Ph. D (International). / Main Supervisor / Oct 2022 – Present / Status : New.
4. Syamimi Bt Mohd Adam/ Phd / Co-Supervisor/ Economic Valuation of Marine Conservation towards Ecotourism Industry of Pulau Kapas, Terengganu, Malaysia using Choice Modelling Method – Start 2019.
5. Muhamad Zharif Luqman Bin Hashim / Phd / Co-Supervisor/ Economic Valuation of Conservation in Ulu Muda Forest Reserve using Choice Modelling/ Start 2019.
6. Nurshazwani Binti Ab Razak / Phd / Co-Supervisor/ Economic Valuation of Conservation in Kota Damansara Forest Reserve using Choice Modelling/ Start 2019.
7. Azamil bin Abdullah / Phd / Co-Supervisor/ Economic Valuation of The Ecotourism Benefits of Kuala Kubu Bharu, Selangor Using Revealed, Stated and Combined Approaches / Start 2019.

### **Teaching Courses**

1. Economic Valuation of Biodiversity Resources and Forestry (FHM 4202) – Bachelor of Forestry
2. Forest Economic – FDM2311 – Diploma of Forestry
3. Planning and Development of Recreation Area – FDR2503 – Diploma of Forestry
4. Outdoor Recreation Services – FDR2502– Diploma of Forestry
5. Management of Forest Plantation – FDM2309 – Diploma of Forestry
6. Forest Protection – FDM2308 – Diploma of Forestry
7. Agriculture and Man – PRT2008 – Diploma of Forestry

### **Program coordinator**

1. Forestry Camp UPM– 2017
2. Industrial training UPM - 2020
3. Putra Massive Open Online Course (Putra Mooc) UPM – FDR2502
4. New Curriculum for Diploma of Recreation and Ecotourism Management, UPM.