



Professor Dr. Azilah BINTI KASIM

Azilah Kasim is a full professor at the *School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia (UUM), Sintok, Kedah, Malaysia*. She received her PhD in Tourism from University of East Anglia, United Kingdom; her MSc. from *Michigan State University, USA*; and her BSc. from *Brock University, Canada*.

She was the Deputy Dean for Research and Postgraduate Studies for her school and now she heads the *Langkawi International Tourism and Hospitality (LITH) Research Center* – her school's center of excellence in UUM.

Azilah is a quality accreditation panelist for *Malaysia Qualifications Agency (MQA)* and a member of the *Malaysian Geopark Implementation Technical Committee* as well as *Tourism Educator Association Malaysia (TEAM)*. She is a Board of Studies member for *Taylors University, USCI* and *International Islamic University Malaysia*.

She is a well-recognized PhD thesis external examiner and program external reviewer in Malaysia. On international platforms Azilah has been invited by many universities in Thailand, Indonesia, Singapore, India and Bangladesh in the capacity of either as a keynote speaker, a plenary speaker, a workshop facilitator or a trainer. She is also a national/regional representative and board member of *Asia Pacific Tourism Association (APTA)* and *IEREK*.

In addition, Azilah also serves as an editorial board member or a scientific committee member for many international journals such as *Journal of Tourism and Hospitality Insights, Tourism and Spirituality, and On Sustainability*. She is a well-cited author in her field (current Scopus H Index: 12, Google Scholar H-Index: 18) and a reviewer for many reputable international academic journals aside from sitting as an advisory board member in some of those journals.

Azilah is also a certified member of the Neuro linguistic programming (NLP) and *American Hotels and Lodging Education Institute (AHLEI)*. Currently Azilah is actively pursuing her research interests and publishing in the area of corporate social responsibility, corporate environmentalism, environmental management, hotel management and tourism marketing.