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THE-ICE Research Grant Scheme (RGS) 2024 Recipient

Dr Sara Abhari

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Lecturer, School of Hospitality and Service Management, Sunway University, Malaysia



Dr Sara Abhari holds the position of lecturer at Sunway University Malaysia and has previously served as Programme Leader of the Diploma in Hotel Management. With over a decade of experience in the hospitality sector, Sara has amassed a wealth of expertise, excelling as an event planner and executive catering chef. Her journey in food and beverage began in 2002 when she co-founded her own catering kitchen, igniting her entrepreneurial spirit.

Throughout her career, Sara's profound knowledge and adept skills led her into various roles within the industry, including culinary consultant and instructor. Her passion for food extended to writing, where she contributed as a food writer and critic for international nutrition and diet magazines.

Beyond her roles in hospitality, Sara has also made significant contributions to tourism projects through her research and innovative initiatives. Her dedication to academic excellence is evident in her ongoing efforts to incorporate new technologies into her research pursuits, furthering exploration within the ever-evolving landscape of hospitality and tourism.