

Assoc. Prof. Dr. Rashidi Othman

Kulliyah of Architecture and Environmental Design

Academic/Professional Qualification

PhD (NZ), MSc (UM), BSc (UPM)

Expertise

ENVIRONMENTAL SCIENCES, HORTICULTURE, CAROTENOIDS, ALLELOCHEMICALS

Research Interest

LANDSCAPE ECOLOGY AND ETHNOBOTANY, NATURAL COLORANTS, PHYTOTECNOLOGY, CARBON SEQUESTRATION

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Profile

Rashidi Othman is currently an associate professor and certified horticulturist at the Department of Landscape Architecture, International Islamic University Malaysia. His research interests include horticulture, environmental sciences, landscape ecology and ethnobotany but in Halal industry science he focuses more on Halal Food Colorants. Rashidi's work on the *Landscape Ecology of Heath Forest, Carbon Calculator as well as slope stability index* represents a major step forward in the manipulation of aesthetic and functional values of natural resources to be integrated and incorporated into the Islamic built environment particularly landscape ecology approach. This work and the approaches that Rashidi has developed are currently used to address the issues of environmental protection as well as natural resources management. This work also provides new dimension or insights into conservation and preservation of endangered ecosystem through landscape ecological approaches. In Halal industry science he managed to develop Muslim Friendly Hotel Rating System which funded by MOE amounted RM4.5M. This Rating System can be used in the tourism industry via hospitality services to rate the hospitality services according to the Shari'ah compliant elements. The product now is already entering worldwide market especially China, Korea and Japan and these Muslim Friendly Hotel Rating System will strengthen the role of IIUM as the global reference centre for Islamisation of human knowledge and sciences.

Assoc. Prof. Dr. Rashidi Othman achievements including 80 research journal publications, 90 conferences attended, 15 published books (2 books published by international publishers-Page One Publishing PTE. LTD. Singapore and another 2 books by Words & Visuals Press Pte Ltd, Singapore), 12 international awards (Korea World Invention Contest 2016-Gold medal and Special Innovation Award, BioInnovation 2014- 2 Silver Awards, PECIPTA 2013-Gold medal and special Innovation Award, ITEX 2013-silver medal, etc.), 5 patents, 2 utility innovations, and 1 copyright. Since 2009 till now, the research is funded by 30 research grants (MIRGS, FRGS, PRGS, NRGs, etc.) amounted more than RM5 million.