

LEVEL 5 ASSESSMENT SPECIFICATION

STUDENT NAME	THEVA THARSHAYINEE	STUDENT ID NUMBER:	2436799
PROGRAMME	IUMW : BUSINESS ADMINISTRATION (DUAL AWARD)		
MODULE	CHANGEMAKERS: APPLYING A RESEARCH MINDSET		
MODULE CODE		CONTRIBUTION TO OVERALL MODULE ASSESSMENT (%)	100%
LECTURER	EMMA ROBERTS	INTERNAL VERIFIER	VIC SAUNDERS
ASSIGNMENT TITLE	E-PORTFOLIO EVIDENCE OF LEARNING	Word count (or equivalent):	4,000 WORDS OR EQUIVALENT
SUBMISSION DEADLINE	FRIDAY 11TH SEP 2026 23:55 BRITISH SUMMER TIME (BST)	Return date of provisional marks & written feedback:	15TH OCTOBER 2026
SUBMISSION METHOD	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
ACADEMIC HONESTY / REFERENCING	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited, or quoted to complete this assessment.		

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	25	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice (marks taken from the Presentation)	10	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)	%
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1.0 Identification and exploration of the problem

The business that I selected for this task is the home-based baking business of my friend, Wanniesdelights, located in Subang Jaya, Selangor. I have seen my friend at my university and she also has a small business, so I know how she manages her studies as well as how she runs her small business. WanniesDelights do birthday cakes, cookies, and dessert tables for special events, birthdays, and holidays. She works from home with mostly her own hands.

I observed her throughout the day and had a conversation with her and the primary issue I noticed is the business load and her university subjects. Being a baker is not a job that is limited to cake and cookie baking. She should be able to communicate with the customers, buy ingredients, prepare and decorate the items, pack and organise for delivery or collection. She also has lectures and assignments to attend to, and examinations to manage.

This is even more difficult during festive seasons like Deepavali. For instance, during Deepavali, people order cookies and cakes to share with family or give among friends and relatives. If she gets several orders within a week, she will be required to prepare the products more often, besides her university work. This can be a challenge to her to balance the time spent studying with that spent on order fulfilment.

I have seen that at times she has to arrange her baking according to her university studies. If she has to manage her customer orders and have to attend their assignments or exams, this can be more stressful. With the business being home-based, she also has restricted support for the day-to-day operations. Overall, the challenge of running Wannies Delights can have an impact on her time management, workload, stress, and customer order management. As the business expands, the need to manage both responsibilities better will continue to become a priority



Figure 1.0 Semi-structured interview with owner of Wannie Delights



Figure 1.1 observation of how the owner prepare

2.0 Academic exploration and problem definition

2.1 AI Provider and Prompts used

I used ChatGPT (OpenAI) as the Generative AI tool to explore academic literature related to the problem faced by Wannies Delights. These were the prompts that were used:

Prompt 1: Identify main challenges for small food businesses in meeting customer orders on time from a recent academic literature.

Prompt 2: Describe key order fulfilment, production scheduling, capacity and satisfaction with customers terms and concepts from academic sources in small food businesses.

Prompt 3: Using academic literature, define the problem for your home-based baking business where you have problems meeting customer orders promptly. Identify the problem of running a home-based baking business while attaining university education.

2.2 Selected AI output: Terminology, Concepts, Findings

Order fulfilment is the process of taking the order, making it ready, and delivering it to the customer. Capacity limits, lead time and delivery reliability are important concepts that apply to production scheduling. Production scheduling is the process of arranging production activities in response to customer needs and requirements, and meeting deadlines. Occurs when a small business's labour, equipment, ingredients or production time is limited. Limited resources are found to pose operational problems and impact on business performance for small businesses in the research conducted (Gunasekaran et al., 2011). When businesses don't deliver satisfactory service or live up to customer expectations, it can also be a problem for customer satisfaction.

In this way, one of the order fulfillment challenges in a small enterprise bakery may include a number of things such as the issue of handling several orders, production scheduling, prepare for ingredients, delivering on time, and communicating with customers. Planning and coordination can help businesses to become better at meeting customer needs. (*Mentzer et al., 2001*).

2.3 Problem Definition

Wannie Delights is a small bakery business that has a customer order system for cakes, cookies and desserts, which is run out of the owner's house. If multiple orders are placed in a small time frame or if the resources or production time are limited, it can be difficult for the business to meet the demands of all the orders. The problem is thus determining the challenge to meet the required customer orders in the desired time with product quality and customer requirements.

2.4 Explanation and Justification

I must choose these concepts as they are directly applicable to the situation at Wannie Delights. Order fulfilment is important because customers expect their cakes, cookies and desserts to be completed according to the agreed deadline. Production scheduling and capacity also is important since a home-based business might not have as much equipment, ingredients or working time as larger businesses. Previous research shows that small businesses can face resource and operational constraints that influence their performance. Logistics and coordination are also crucial as the performance of the logistics chain activities can enhance business performance and customer service.

I didn't use ChatGPT exclusively because AI can generate too general information or even incorrect references. I looked for similarities with academic journal articles and determined if the sources were pertinent to the small-business environment and customer service. Studies also indicate that reliability and responsiveness are key attributes of service to customers' perceptions of service. These findings enabled me to see that it is not only a question of personal time management, but it is also a question of order fulfilment, production planning, resources, and even customer expectations at Wannie Delights.

3.0 Research question and research approach

3.1 AI Provider and prompt used

Prompt 1: Suggests research questions for the baking business Wannie Delights, a home-based enterprise, regarding challenges faced in order fulfilment

Prompt 2: Outline an appropriate research technique, sampling strategy and research method for researching order fulfilment problems in a small home-based baking business.

Prompt 3: Refine the research question such that it addresses the challenges Wannie Delights experiences when trying to meet customer orders on time and how the business overcomes these challenges in practical.

3.2 Selected AI output

Research Question: What challenges does Wannie Delights face in fulfilling customer orders on time, and how does the business address these challenges?"

This research would be appropriate to take a qualitative research approach with a case study design. A semi-structured interview with the owner of Wannie Delights could be used to gather data. The owner knows the operations of the business, orders & fulfilment process of the customers, so Purposive sampling is used. The analysis of the findings from the interviews can then be done thematically in order to find common issues and practical solutions.

3.3 Explanation and justification of the research question

I chose this research question because, instead of the time management of the student entrepreneur, it deals with a specific business issue. Wannie Delights is a home bakery that can take various orders such as cakes, cookies, and dessert tables. In high-demand times, there might be multiple customers' orders that need to be ready in a short period. So it may be a significant business challenge to meet the orders within the deadline. The research question is also designed

to include answers to the question of how the business responds to these challenges, rather than just identifying problems, so that the study identifies practical solutions. This means the research is more applicable to the understanding of a small business's customer order fulfilment. The findings of the study on small enterprises reveal that there can be an impact on business activities and performance due to limited resources and operational constraints.

3.4 Explanation and justification of the research approach

The study requires detailed information about the owner's experiences and solutions rather than numerical data; hence, the use of a qualitative research approach. A qualitative case study is suitable when dealing with a phenomenon that exists in the real world in its natural business environment (Rashid et al., 2019). The owner of Wannie Delights will be interviewed using a semi-structured interview technique. This approach enables elicitation of the same key questions, which can be followed up if necessary. I would also use observation where permission is given, particularly to understand how orders are prepared, packed and organised. Purposive sampling will be used, as the owner is with receiving, preparing, and completing customer orders and can give relevant information. For qualitative case studies, participant selection is by purposive sampling that involves recruiting information-rich individuals (Campbell et al., 2020). The responses from the interviews can be used as a basis for a thematic analysis for the identification of topics like scheduling, ingredients, and customer communication during busy periods. This method is feasible as I have first-hand access to the business owner and can ask for information only with permission. This will directly contribute to the objectives of the research.

4.0 Summary Research Proposal

4.1 Research question

What challenges does Wannie Delights face in fulfilling customer orders on time, and how does the business address these challenges?

4.2 Definition of key terms

The first key term is order fulfilment, which involves the process of receiving, preparing, and completing an order from a customer and ensuring that it reaches the customer as per the agreed requirement. For Wannie Delights, that means taking cake and cookie orders, baking, packaging, and collecting/delivering cakes and cookies and dessert tables. Production scheduling is the process of arranging the production activities in line with the time, resource, and customer requirements. This is important since Wannie Delights might have multiple orders with various deadlines. Capacity is the volume of work undertaken with the resources of the business (labour, equipment, ingredients and time). Small businesses can face challenges in operation due to limited resources. Customer satisfaction is the degree of satisfaction that customers have when the business meets or exceeds expectations. Thus, the accuracy and timely completion of an order can impact customer experiences and satisfaction.

4.3 Explanation and justification of research question

The research question was chosen because it narrows the general business problem, balancing university work and running a business, to a specific area. My friend Wannie runs Wannie Delights from home, and her mother sometimes helps with the baking or other activities when needed. Thus, the business receives less support than a larger bakery. She might get multiple orders within a few days during a busy time of year like Deepavali, birthdays, or any other events. This may be challenging to organise her time in preparing orders, buying ingredients, decorating cakes, cookies, packing the products and arranging the collection or delivery of the orders. The research question is also appropriate as it enquires how the business is coping with these challenges. This can help the research not just to list the challenges, but also to identify practical approaches that Wannie Delights uses in their work.

4.4 Proposed research design

The design of the study is qualitative, in which a case study technique will be applied. This design is appropriate as it is a single order fulfilment of one particular home business, which is to fully comprehend how it operates within its context. The research needs detailed information about the owner's experiences, decisions and how they manage customer orders and not numerical information. Rashid et al. (2019) explain that a qualitative case study can be used to investigate a real-life situation within its natural context. Thus, learning about Wannie Delights in one case can give one a detailed picture of the order fulfilment of a small home baking business.

4.5 Reliability and validity

Reliability will be achieved by creating a semi-structured interview guide and using main questions on orders from customers, busy periods, preparation, ingredients, packing, collection or delivery, and how to manage difficulties. The interview may be recorded or notes may be taken with permission to accurately represent the owner's answers. Validity will be supported by making sure that the questions are directly related to the research question. The owner is an appropriate source, having first-hand knowledge of fulfilling customer orders and also being directly involved in the operation of Wannie Delights. Depending on the permission granted, it may also be helpful to observe some of the activities involved in preparing orders to compare with the interview responses from the customer.

4.6 Research methods and data collection

The main data collection method will be a semi-structured interview with the owner of Wannie Delights. Open-ended questioning will be used to determine what types of orders are received, when orders are busy, cake and cookie problems, difficult to prepare desserts, ingredient availability, packing orders, and arranging for collection or delivery. Questions will also be designed around how she can handle multiple orders at once and how her mother sometimes assists when she has more workload to deal with. Questions may be asked for follow-up when additional information is desired. Where permission is granted, observation will also be used to gain understanding about how orders are prepared, packed and organised. This can give further details of the actual order fulfilment process. Responses to the interview questions and notes from observing can then be analysed thematically to highlight any common themes, for example,

order volume, preparation time, resource constraints, family support, delivery arrangements and how these issues were dealt with practically.

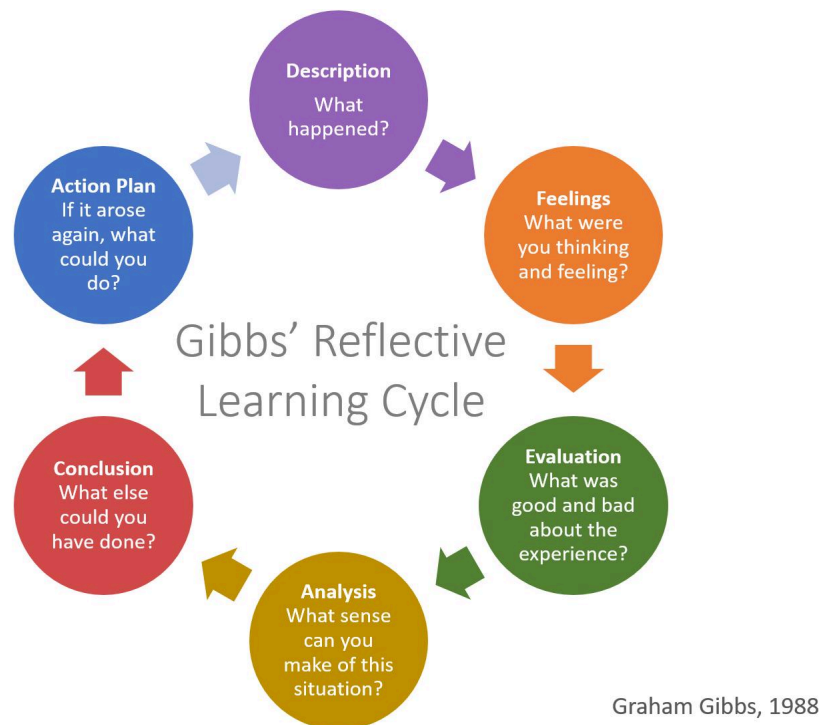
4.7 Sampling , access and permissions

Purposive sampling will be used as the owner of Wannie Delights is directly involved in receiving and fulfilling customer orders; hence, she can provide relevant information that will be helpful to my research. According to Campbell et al (2020), purposive sampling is a sampling in which the researcher chooses the respondents who can contribute information to the study of a particular research topic. I have realistic access to the owner already since she is a university student who is my friend. However, I will obtain her permission before conducting the interview or observing any business activities. I will explain why this research is important and what it will be used for. Any private business information, customer details or information that she does not wish to share will be kept confidential. By doing this, I will be able to gain first-hand information about the real problems that Wannie Delights faced and how they tried to solve them in order to be able to timely meet customer's orders.

5.0 Video Presentation

https://drive.google.com/drive/u/0/folders/1QL_6lPu3ghthkmEKdwg6LI_8eXz9OmQ5

6.0 Gibbs reflective cycle



6.0 diagram of Gibbs Reflective Learning Cycle by Graham Gibbs, 1988

6.1 Description

During Tasks 1 to 5, I worked on a research problem related to my friend's home-based baking business, Wannie Delights. I started with the question of how to balance university education with your business. However, after receiving feedback from my lecturer, I realised that my research question was too general and mainly focused on personal time management. Then, I changed my focus to the difficulties that Wannie Delights has on meeting customer orders on time and how they overcome those difficulties. I have looked at academic sources, formulated my research question and decided to conduct a qualitative case study research.

6.2 Feelings

At the beginning, I felt quite confused about choosing a suitable research problem because I wanted to use a business that I could easily access. I had at first imagined balancing studies and business would be a good topic, since my friend has to deal with both. I was slightly worried when my lecturer said that the question is too broad. Once we spoke about the feedback and

changed the focus to order fulfilment I felt confident as it was a more focused topic, more appropriate to the activities that Wannie Delights actually carries out.

6.3 Evaluation

The good news was that I was familiar with the owner of Wannie Delights, which made it easier to comprehend the situation. It has also been helpful to relate the problem to academic terms like order fulfilment, capacity and customer satisfaction. Changing my original research question and ensuring that my new question was appropriate to the research method was the most challenging aspect. I also learned the importance of not just picking a topic for which it is easy to find information.

6.4 Analysis

In this process I found out that a good research question must have a focus and relate to a true problem. I also found out that for each customer order, there is more to fulfilling than just baking. This may involve taking orders, cooking ingredients, baking and decorating, packing and setting up for collections or deliveries. An understanding of the business will also enable me to recognise the issues and the way business decisions are taken.

6.5 Conclusion

Overall, this research process helped me become more confident in developing a research problem. I would include consultation with business owner and lecturer with research idea earlier on in the project rather than end up with my research question. I would also spend more time at the start searching for academic sources more.

6.6 Action plan

In the future, I will try to improve my research, communication and interviewing skills. I will also become more conscious of business issues to selecting a research question. While I'll be continuing my accounting course and getting ready for my future career, I'd like to be able to solve problems both on the financial and operational side of a business. This experience with Wannie Delights has shown me that even a small home-based business can have different challenges that require proper planning and practical solutions.

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Appendix

Identify the main challenges faced by small and home-based food businesses in fulfilling customer orders on time, based on recent academic literature. Explain the key academic concepts and terminology related to these challenges, such as demand fluctuations, production capacity, inventory management, scheduling, resource constraints, order fulfillment, and delivery delays. Focus on findings that are relevant to small food businesses and explain how these challenges can affect their ability to meet customer expectations and complete orders on time."

ChatGPT Response

Recent academic literature shows that small and home-based food businesses often face challenges in fulfilling customer orders on time. Key challenges include demand fluctuations, limited production capacity, inventory management, scheduling difficulties, and resource constraints.

- **Demand fluctuations** – Changes in the number of customer orders can make it difficult to plan production and manage busy periods.
- **Production capacity** – Limited equipment, workspace, and labour can restrict how many orders a business can prepare within a given time.
- **Inventory management** – Shortages of ingredients or poor stock planning can cause production delays.
- **Scheduling** – Businesses need to coordinate preparation, baking, packaging, and delivery efficiently to meet promised deadlines.
- **Resource constraints** – Small businesses may have limited staff, time, equipment, and financial resources.
- **Order fulfilment** – Refers to the process of receiving, preparing, packaging, and completing customer orders accurately and on time.
- **Delivery delays** – Problems with transport, timing, or coordination can result in late orders and reduced customer satisfaction.

These challenges can affect **operational efficiency**, **delivery performance**, **customer satisfaction**, and the **ability to meet customer expectations**. For home-based businesses, these issues may be more significant

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Decision Support Systems

Volume 206, July 2026, 114667

Time matters: Examining the influence of online food delivery on restaurant survival ☆

Tingting Tong , Jizhou Lu , Nina Yan , Weiquan Wang

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Highlights

- In the context of the on-demand food industry in China, service timeliness influences restaurant survival.
- Specifically, delivery time and delay rate negatively affect the survival of restaurants during the COVID-19 pandemic.
- Delivery time and delay rate increase consumer complaints, which decrease the likelihood of restaurant survival.
- The positive effect of delivery time on consumer complaints is weaker for high-priced restaurants than for low-priced ones.
- The presence of an offline restaurant channel reduces the positive

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Figure A1 ChatGPT response for Challenges faced by small and home-based food businesses in fulfilling customer orders on time

Describe the key concepts and terminology related to order fulfilment, production scheduling, production capacity, and customer satisfaction in small and home-based food businesses, based on recent academic sources. Keep the explanation concise and relevant to businesses managing customer orders and delivery deadlines.

ChatGPT Response

Key concepts relevant to small and home-based food businesses include:

- **Order fulfilment** – The process of receiving, preparing, packaging, and delivering customer orders accurately and on time.
- **Production scheduling** – Planning the timing and sequence of food preparation activities to complete orders within the required deadline.
- **Production capacity** – The maximum amount of orders a business can handle using its available labour, equipment, time, and workspace.
- **Customer satisfaction** – The extent to which the business meets or exceeds customers' expectations, particularly regarding product quality, accuracy, and timely delivery.

These concepts are closely connected. Limited capacity or poor scheduling can lead to **order fulfilment problems and delivery delays**, which may reduce customer satisfaction and affect the business's ability to meet customer expectations.



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International Journal of Logistics Economics and Globalisation > 2023 Vol.10 No.2

Title: A study of logistics service quality dimensions impacting customer satisfaction in instant food delivery: the Indian perspective

Authors: Mohd Ziyauddin Khan

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Abstract: Logistics service quality (LSQ) has paramount importance in the case of instant delivery systems. The purpose of this study is to empirically evaluate the impact of LSQ factors (personnel contact quality, ordering procedures, timeliness, and order discrepancy handling) on perceived customer satisfaction in the context of an emerging business scenario, i.e., instant online food delivery. To study these relationships, various hypotheses are formulated, a causal model is developed, and primary data is collected from 226 Indian consumers. Confirmatory factor analysis (CFA) and path analysis using structural equation modelling (SEM) have been performed to test the hypotheses. The findings indicate that timeliness is the most significant antecedent of customer satisfaction, followed by the ordering procedures and order discrepancy handling; however, the personnel contact quality dimension is not substantial in such a kind of phenomenon. Moreover, this study provides important insights for scholars and practitioners in the concerned field.

Keywords: logistics service quality; LSQ; instant food delivery; customer satisfaction; confirmatory factor analysis; CFA; structural equation modelling; SEM; India.

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Figure A2. ChatGPT response for Key concepts related to order fulfilment, production scheduling, production capacity and customer satisfaction.

"Using recent academic literature, define the main problem faced by Wannie Delights, a home-based baking business, in fulfilling customer orders on time. Consider challenges such as limited production capacity, scheduling, order volume, and resource constraints. Briefly explain how balancing university studies with running the business may contribute to difficulties in meeting customer deadlines."

ChatGPT Response

The main problem faced by **Wannie Delights** is the difficulty of completing customer orders on time while operating as a home-based baking business. Academic literature highlights that small businesses often face **limited production capacity, resource constraints, changing order volumes, and scheduling difficulties**. These challenges can become more difficult when the owner is also a university student.

For Wannie Delights, university classes, assignments, and examinations may reduce the time available for baking, packaging, and arranging deliveries. When several orders are received at the same time, limited time, equipment, and working space may create **production delays**. As a result, the business may struggle to meet promised deadlines, which can affect **customer satisfaction and service quality**.

Therefore, the problem focuses on how Wannie Delights can manage its available **time, resources, production activities, and customer orders** to improve timely order fulfilment while the owner continues her university education.

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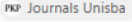
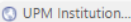
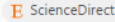
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Figure A3 ChatGPT response for Problem definition for Wannie Delights and challenges in fulfilling customer orders on time.

Prompt 1:

"Suggest several research questions for Wannie Delights, a home-based baking business, focusing on the challenges it faces in fulfilling customer orders on time."

ChatGPT Response

Here are several possible research questions for Wannie Delights:

1. What challenges does Wannie Delights face in fulfilling customer orders on time?
2. How does Wannie Delights manage production and scheduling to meet customer deadlines?
3. How do fluctuations in customer orders affect the timely fulfilment of orders?
4. What resource constraints affect Wannie Delights' ability to complete customer orders on time?
5. What practical strategies can Wannie Delights use to improve timely order fulfilment?

The screenshot shows a ScienceDirect research article page. The article title is "A systematic qualitative case study: questions, data collection, NVivo analysis and saturation" by Md. Kausar Alam. The article is published in the journal "Qualitative Research in Organizations and Management: An International Journal", Volume 16, Issue 1, dated 5 February 2021. The article is published by Emerald Publishing. The page includes a table of contents with sections: Purpose, Design/methodology/approach, Findings, and Outline. The Outline section lists: Purpose, Design/methodology/approach, Findings, Research limitations/implications, Originality/value, 1. Introduction, 2. Literature review, 3. Data collection and analysis, 4. Discussions, 5. Conclusion, Acknowledgments, Appendix, and References. The article is cited by 282 and has metrics available.

Figure A4. ChatGPT response: Suggested research questions for Wannie Delights.

"Suggest an appropriate research method, research technique and sampling strategy for investigating order fulfilment challenges in Wannie Delights, a small home-based baking business. Briefly explain why each is suitable."

ChatGPT Response

For Wannie Delights, a **qualitative research method** would be suitable because the study aims to understand the business's experiences and challenges in fulfilling customer orders.

- **Research method:** Qualitative approach using a **case study** of Wannie Delights.
- **Research technique:** **Semi-structured interview** with the business owner to explore order fulfilment challenges, scheduling, resources, and practical solutions.
- **Sampling strategy:** **Purposive sampling**, as the owner is directly involved in managing customer orders and can provide relevant information.

This approach is suitable because it allows the researcher to obtain detailed information about the **real-life challenges and practical solutions** used by a small home-based baking business.

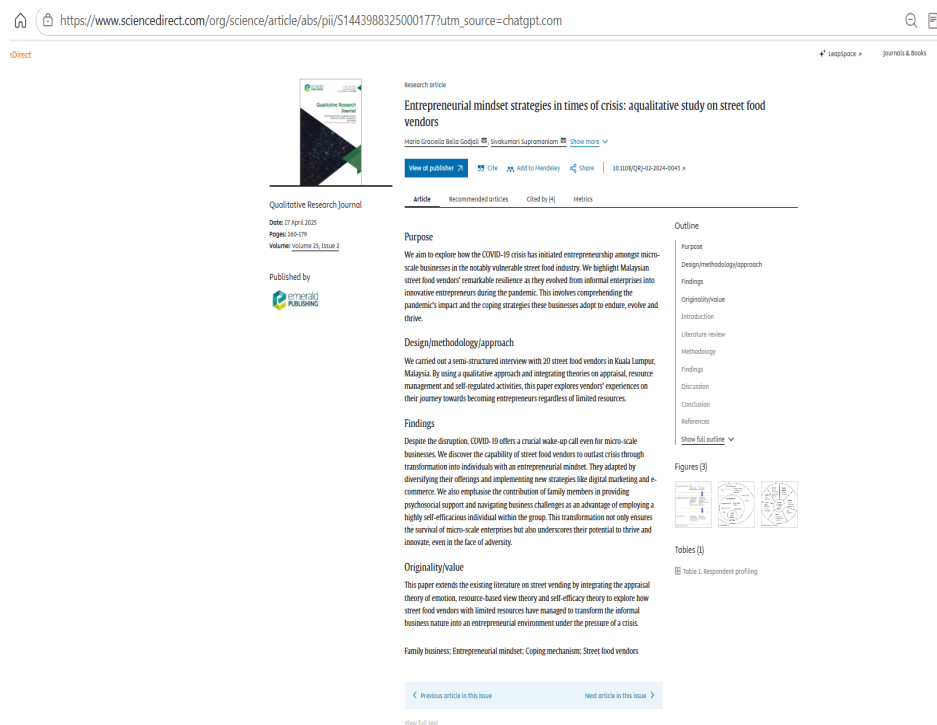


Figure A5. ChatGPT prompt and response: Suggested research method, research technique and sampling strategy.

"Refine the research question for Wannie Delights so that it focuses on the challenges the business faces in fulfilling customer orders on time and the practical ways it addresses or overcomes these challenges."

ChatGPT Response

Possible refined research questions are:

1. What challenges does Wannie Delights face in fulfilling customer orders on time, and how does the business address these challenges?
2. How does Wannie Delights manage challenges related to production, scheduling, and resources when fulfilling customer orders?
3. What practical strategies does Wannie Delights use to overcome delays in customer order fulfilment?

Recommended research question:

What challenges does Wannie Delights face in fulfilling customer orders on time, and how does the business address these challenges?

This question is specific, practical, and directly focuses on both the **problems faced** and the **solutions used** by the business.

Academic sources you can use

These are the **real academic sources** I would recommend for your assignment:

1. Villa, A., & Taurino, T. (2018). Event-driven production scheduling in SME. *Production Planning & Control*, 29(4), 271–279. <https://doi.org/10.1080/09537287.2017.1401143>  Taylor & Francis ...
2. Ståhlberg, J., et al. (2021). A systematic qualitative case study: Questions, data collection, NVivo analysis and saturation. *Qualitative Research in Organizations and Management*, 16(1), 1–31. <https://doi.org/10.1108/QROM-09-2019-1825>  ScienceDirect
3. De Massis, A., & Kotlar, J. (2014). The case study method in family business research: Guidelines for qualitative scholarship. *Journal of Family Business Strategy*. <https://doi.org/10.1016/j.jfbs.2014.01.007>  ScienceDirect
4. Pallianysamy, S., Abdul-Mutalib, N. A., Ungku Zainal Abidin, U. F., Mahmud Ab Rashid, N. K., & Ahmad, N. H. (2025). Home-based foods in Malaysia: A food safety perspective. *Pertanika Journal of Tropical Agricultural Science*, 48(3), 667–683. <https://doi.org/10.47836/pjtas.48.3.01>  UPM Institution...

Figure A6. ChatGPT prompt and response: Refined research question for Wannie Delights.