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# CURRICULUM VITAE

**CURRICULUM VIATE**

**of**

**JUSANG BIN BOLONG**

**Professor**
**Department of Communication**
**Faculty of Modern Languages and Communication**
**Universiti Putra Malaysia**
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**Selangor Darul Ehsan**

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# I
# EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

**Jusang Bin Bolong …**

**Academic Career**: I have been an educator for 35 years. After getting a Diploma in Agriculture, I have taught in school as a temporary replacement teacher for five years (1986-1991). Then I continued my studies Universiti Putra Malaysia (UPM) in Bachelor's degree in Agricultural Science with the specialization of Agriculture Extention in 1991 until 1994. At the Master's level (1996-1998) I studied in Development Communication as a continuation of the Agricultural Extension field and more focused on the process of transferring agricultural knowledge to rural communities through effective communication activities. In 2000 - 2006 I was appointed as a lecturer (Gred DS48), in 2006 -2012 senior lecturer (Gred DS51) in the field of communication. At the same time, I pursued Doctor of Philosophy (1999-2006) in the field of Human Communication. I was promoted to a position of Associate Professor (DS54) since 2012. Currently, my research not only focuses on sub-fields such as Interpersonal Communication, Intercultural Communication and Communication Strategies, but also studies on Computer Mediated Communication, especially the use of social media among internet users. An extensive teaching experience and in-depth research activities in this field of specialization have been shared with undergraduate and postgraduate students in teaching and learning.

**Teaching Experience:** Over 20 years, I have taught a total of 12 different courses in the field of Human Communication specialization. Two courses were taught at the Diploma level which were the Basics of Interpersonal Communication Skills (KOM2202), Basics of Interpersonal Communication (KOM2404). At Bachelor's level, a total of 4 courses have been taught related to human communication and development communication such as Interpersonal Communication Skills (KOH3433), Small Group Communication

(KOH3401), Basic Principles of Communication (KOM2230) and Basic Communication Strategies (KOM2231). I do not only teach courses involving human communication, but also teach communication core courses such as Introduction to Communication Theory (KOM3207), Communication Research Methods (KOM3431) and Communication and Technology Issues (KOM4310). In teaching and learning, the emphasis on understanding the concepts, strategies and practices of human communication and development are given more attention. Students need to learn through conscientious, conscious and creative efforts in collaborative learning. To achieve that goal, students have been exposed to communication knowledge through various teaching innovations such as the use of *PutraBlast* (created by UPM) which involves an interactive learning process or blended learning.

At the postgraduate level, I have taught 3 core courses in conducting communication research. The courses are Advance Statistics for Communication Research (KOM6116) for PhD students, Statistics for Communication Research (KOM5115) and Data Analysis and Interpretation (KOM 5117) for students at master level. At this stage students are exposed to practical practice of conducting mini-research and analyzing data hands-on in the classroom using appropriate and relevant analysis software. In the postgraduate assignment, most of the project work experience laid the foundation for research explorations. The most significant percentage allocation given to the course grades are often anchored on project work that immerse students in evaluating, analysing and interpretation of data and information sources to enhance critical thinking and learning.

**Student Evaluations:** Quantitative student evaluations of learning instruction at the undergraduate and postgraduate levels have received reliably high indices scores. Over the years, average for each semester for composite score has been above the department's average score, and has never dropped below 4.3/5.0. My students' evaluations regularly rank close to the top scores achieved at the Faculty of Modern Languages and Communication, giving testimony to sound and appealing pedagogical practices and style.

**Supervision:** Another active area is in students' supervision. I have been the Head of the supervisory committee and have successfully supervised 13 students of PhD (in Human Communication) and 7 Master of Science students (in Human Communication, Development Communication, Organizational Communication and Communication Technology) in the field of communication. Currently, 3 PhD students have submitted their thesis for examination and are waiting for viva voce. As a Co-Supervisor, I have completed supervised 32 PhD students and 19 Master of Science students and currently, serves as the Head of the supervisor of 13 PhD students and Co-Supervisor for another 21 students. Based on the number of postgraduate students, I have an extensive experience in student supervision and active in the research activities with local and international students. Among these students there are students who have been Graduate Research Fellows (GRF) with university grant.

Table 1: Supervision

| Category | SUPERVISOR POSTGRADUATE | | | | | | | *ADVISOR | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Current Student | | | Graduate | | | | Current Student | | |
| | PhD | Master | Total | PhD | Master | Total | | PhD | Master | Total |
| Chaiman | 13 | 1 | 14 | 13 | 7 | 20 | | | | |
| Member | 21 | 4 | 25 | 32 | 19 | 51 | | 0 | 0 | 0 |
| Total | 34 | 5 | 39 | 44 | 26 | 71 | | | | |

**Scholarly Contributions:** Throughout my academic career, which has now spanned a period of twenty years, I have authored and co-authored a total of 222 scholarly works. These works have been published over a spectrum as refereed international and national journal articles (Citation Indexed Journal = 90 and Non-Citation Indexed Journal = 63), books (14), book chapters (27), course modules (2), proceedings (22) and popular writings (4). Some of these scholarly works expecially books and book Chapters, have been published by renowned national and university publishers such as *Dewan Bahasa and Pustaka*, Universiti Putra Malaysia Press, Universiti Kebangsaan Malaysia Press, Universiti Malaya Press and Universiti Malaysia Sarawak Press. Based on the number of citations in Scopus jurnals, there are a total of 334 citations with 10 H-Index and 1271 citations in Google Scholar with 20 H-Index.

Table 2: Scholarly Works

| | |
|---|---|
| Journal Articles | |
| A.      Citation Indexed (90) | |
|         WoS (Q2) | 1 |
|         WoS (Q3) | 3 |
|         WoS (Q4) | 5 |
|         Scopus | 43 |
|         ERA | 38 |
| B.      Non-Citation Indexed  (63) | 63 |
|         Total | 147 |
| Books | 14 |
| Book Chapters | 27 |
| Proceedings | 22 |
| Modules / Study Guides | 2 |
| Popular Writings | 4 |
| Total number of scholarly contributions | 222 |

**Conference Presentations**: I have garnered wide experience in the dissemination of research outcomes on numerous platforms with 48 research presentations in the form of oral presentations at regional, national, and international conferences both locally and abroad. Valuable international exposure and networking experience were obtained with academic institutions that include those from China, Turkey, Thailand and Indonesia.

**Research Interests/Activities and Grants**: My main research areas are Human Communication and Development Communication. In the field of human communication, the specific study is on interpersonal interaction through social media. Meanwhile, the study of development communication is more focused on the impact and use of communication technology on society. I have successfully completed a total of 37 research projects and is currently working on another 11 research projects. As a Lead Researcher and Co-Researcher with more than RM2 million in research grants from industry, universities, and federal agencies to which. I have also used the funds to support many postgraduate students

Table 3: Research Activities

| Research Grants (Leadership) - On-going / Completed | | |
|---|---|---|
| Principal researcher | On-going | 1 (RM82,200.00) |
| | Completed | 8 (RM332,290.00) |
| Co-researcher | On-going | 12 (RM419,890.00) |
| | Completed | 30 (RM1,625,000.00) |

Table 4: Research Grants

| Research Grants (Source of Funding/ Number of Research Grants) | | Grant Amount (RM) |
|---|---|---|
| National Funding | 11 | 882,780.00 |
| University Funding | 32 | 1,136,300.00 |
| Private Sector Funding | 1 | 112,000.00 |
| Collaboration Funding | 3 | 163,900.00 |
| Total number of research projects | 47 | |
| Total amount (in RM) obtained from research projects | | 2,377,180.00 |

**Administrative work**: As a faculty member at the Faculty of Modern Languages and Communication, I have served at the university in various capacities. In the early stages as a lecturer, I was involved in several administrative committees at the department and faculty levels such as members of the Publishing and Printing Committee, ICT Socialization Seminar, Communications Department, Finance Sub-Committee, International Conference on Communication and Tourism, UPM, Bachelor Program Promotion Sub-Committee , In conjunction with 10 Years of FBMK Anniversary and the Arts and Culture Sub-Committee, In conjunction with 10 Years of FBMK Anniversary, Publication and Liaison Unit (UPP) Coordinating Committee, FBMK and Faculty Auditors. I have also been an Associate Researcher at the Institute for Social Science Studies since 2003 till date. Apart from being a committee member of activities carried out by universities, faculties and departments, I have also held administrative positions such as the Faculty of Final Year Academic Project Coordinator and the Bachelor of Communication Program Coordinator (Executive Program). In 2014 to mid-2019 I was appointed as the Deputy Dean for Research an Innovation. My main task is to coordinate the research and innovation activities of the faculty by emphasizing the publication and research grants of the faculty as well as the results of innovations available in the faculty.

My responsibility is also to ensure that the faculty Key Performance Indicator (KPI) can be achieved as targeted.

**Honors and Awards:** I have been recognized for the outstanding service every year for the past 10 years. In 2007, I was a finalist for the Social Science Cluster for the Putra Teaching Award (UPM Teaching Award). I have also won 1 gold, 4 silver and 3 bronze medals in research competitions at UPM and outside UPM. In addition, I have also won a total of 10 literary awards at the national level

**Recognition:** Internationally, I have been appointed as a member of the Board of Directors of The Pacific and Asian Communication Association (PACA) in 2019 till date. Apart from that, I was also appointed as External Examiner for Diploma in Mass Communication and Bachelor of Mass Communication (Manipal International University), as Academic Evaluation Program for Bachelor of Al-Quran and Sunnah Program (Minor Communication) (International Islamic University College) as Editorial Board of e-Journal of Media & Society (University Teknologi Mara), as External Evaluator / Assessor for promotion to the position of Associate Professor for lecturers at Sultan Zainal Abidin University and Universiti Pertahanan Negara Malaysia.

**Professional Service and Expert Reference:** As the Deputy Dean (Research and Innovation) I have always been one of the reference experts in the field of research, especially in terms of evaluating research proposals at the faculty and university level, such as evaluating research proposals to obtain grants from Central Research Management (RMC-UPM) and evaluators at the university level for Fundamental Research Grants for the Ministry of Higher Education Ministry. I was also one of the invited lecturer to teach research courses in UPM and elsewhere. As a reference expert, I also evaluated several books to be published by university publishers and outside agencies and involved in the network of industry and society as a subject matter expert and project member. Some agencies that have consulted and collaborated with me are *Dewan Bahasa dan Pustaka*, Ministry of Health Malaysia, *Syarikat Prasarana Negara*,

Film Censorship and Enforcement Control Division, Department of Statistics Malaysia, Ministry of Information, Communication and Culture Malaysia, WAHA Solution and Federal Land Development Authority (FELDA). In addition, I am one of the academic advisors to 142 students and involved in student development activities.

Table 5: Professional Service, Consultancy and Expert Reference

| Profesional Service | Number |
|---|---|
| Expert Reference (Article Review) | 5 |
| Expert Reference (Book Review) | 3 |
| Subject Matter Expert (Academic) | 13 |
| Consultation Activities: Subject Matter Expert (Industrial Networking) | 6 |
| Consultation Activities: Subject Matter Expert (Society Networking) | 2 |
| Consultation Activities: Project Member (Industrial Networking) | 3 |
| Panel Expert (Jury) | 2 |
| Academic Advisory | 142 |
| External Recognition | 7 |
| Selected Student Development Activities | 15 |
| | |

# II
# BIODATA

Background

Academic Qualifications

Field of Specialization

Areas of Interest

Professional Memberships

Academic and Administrative positions

Awards
(i)      UPM Excellent Service Recognition Awards
(ii)     Others Awards

A. **Background**

1. Name: JUSANG BIN BOLONG

2. Department: Department of Communication

3. Faculty: Faculty of Modern and Communication

4. Specialization: Human Communication and Development Communication

5. Staff No: A01970

6. Identity Card No: 641231-12-5733 (H6021236)

7. Date of Birth: 31.12.1964

8. Office and Handphone No: 03-9769 8780 dan 012-6566664

9. Date/Year of service start in university: 4 Januari 2000

10. Date of confirmation in service:  1 November 2002

11. Date of appointment to the current post: 1 December 2021

12. Gred: VK7 JUSA C (Professor)

B. **Academic Qualifications:**

| Academic  Qualification | | | |
|---|---|---|---|
| Certificate / Qualification obtained | Name of Institution) | Year obtained | Area of Specialization |
| Diploma of Agriculture | Universiti Pertanian Malaysia | 1986 | Agriculture |
| Bachelor of Agriculture Science | Universiti Pertanian Malaysia | 1994 | Agriculture (Extention) |
| Master of Science | Universiti Putra Malaysia | 1998 | Development Communication |
| Doctor of Philosofy | Universiti Putra Malaysia | 2006 | Human Communication |

C. **Field(s) of Specialization:**
Development Communication
Human Communication
Computer Mediated Communication/Social Media

D. **Current Research Areas/Topics of Interest:**

Communication via social media and society engagement.

E. **Professional Memberships**

Since 2008    Member of the International Communication Association (ICA)

Since 2008    Member of the World Communication Association (WCA)

Scince 2009    Member of the Pacific Asian Communication Association (PACA)

F. **Academic and Administrative positions**

   1.  Title:                     Deputy Dean (Research and Innovation)

       Duration:            Feb 2014 – Jun 2019
       Institution:         Faculty of Modern Languages and
                               Communication, UPM

   2.  Title:                     Programme Coordinator Bacelor of
                                 Communication (Executive)
       Duration:            Julai 2006 – Jun 2012
       Institution:         Unit Program Luar, Faculty of Modern
                                 Languages and Communication, UPM

   3.  Title:                  Coordinator of Students Final Year Project
       Duration:            Julai 2006 – Jun 2008
       Institution:         Faculty of Modern Languages and
                               Communication, UPM

   4.  Title:                  Associate Researcher
       Duration:            1 Disember 2003 – Now
       Institution:         Institute for Social Science Studies (IPSAS),
                               Universiti Putra Malaysia

   5.  Title:                  Internal Auditor FBMK bagi ISO 9001:2000
       Duration:            2006 -2008
       Institution:         Faculty of Modern Languages and
                               Communication, UPM

6. Title:                                   Member of Publication and Liaison Unit Coordinating Committee (UPP), FBMK

Duration: 1 Jun 2004 – 1 Jun 2005

Institution: Faculty of Modern Languages and Communication
Universiti Putra Malaysia

7. Title: Associate Member

Duration: 2005 - Now

Institution: E-Community Research Centre, Universiti Kebangsaan Malaysia

8. Title: Member of Arts and Culture Sub-Committee for 10 Years of FBMK Anniversary, UPM.

Duration: 2005

Institution: Faculty of Modern Languages and Communication, UPM

9. Title: Member of Bachelor Program Promotion Sub-Committee, FBMK, UPM

Duration: 2005

Institution: Faculty of Modern Languages and Communication, UPM

10. Title: Member of Finance Sub-Committee, International Conference on Communications and Tourism, UPM

Duration: 2005

Institution: Faculty of Modern Languages and Communication, UPM

11. Title: Member of Publication and Printing Committee, ICT Socialization Seminar.

Duration: 2000

Institution: Faculty of Modern Languages and Communication, UPM

G. **Awards**

**(i)  UPM Excellent Service Recognition Awards**

1. Anugerah Fellowship Naib Canselor (Penyelidikan dan Inovasi – Kategori Penerbitan Buku). 2021. University Level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

2. University Excellent Service Award Certificate 2021, Faculty level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

3. University Excellent Service Award Certificate 2020, Faculty level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

4. University Excellent Service Award Certificate 2019, Faculty level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

5. University Excellent Service Award Certificate 2018, Faculty level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

6. University Excellent Service Award Certificate 2017, Faculty level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

7. University Excellent Service Award Certificate 2016, Faculty level , Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan.

8. University Excellent Service Award 2014, University level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan. 3 Oktober 2005

9. University Excellent Service Award Certificate 2010, Faculty level, Serdang, Selangor Darul Ehsan.

5. University Excellent Service Award 2009, University level, Universiti Putra Malaysia, Serdang, Selangor Darul Ehsan. 15 Julai 2010.

10. University Excellent Service Award Certificate 2008, Faculty level , Serdang, Selangor Darul Ehsan.

11. University Excellent Service Award Certificate 2007, Faculty level, Serdang, Selangor Darul Ehsan.

12. Finalist for Putra Teaching Award 2007. Univerisiti Putra Malaysia

13. University Excellent Service Award Certificate 2006, Faculty level , Serdang, Selangor Darul Ehsan.

14. University Excellent Service Award Certificate 2005, Faculty level, Serdang, Selangor Darul Ehsan.

**(ii) Others Awards** (**National Literary Prize)**

1. Hadiah Karya Sulung (Sempena Perayaan 25 Tahun DBP Sabah dan Sarawak).
   Anjuran: Dewan Bahasa dan Pustaka, Cawangan Sabah & Sarawak

2. Pemenang Hadiah Sastera Sabah 1998/99 (Kategori Novel Remaja)
   Anjuran: Dewan Bahasa dan Pustaka, Cawangan Sabah.

3. Pemenang Hadiah Sastera Utusan Melayu-Public Bank 1998
   Anjuran: Utusan Melayu dan Public Bank, Kuala Lumpur (Ketiga)

4. Pemenang Hadiah Sastera Sabah 1996/97 (Kategori Novel Remaja)
   Anjuran: Dewan Bahasa dan Pustaka, Cawangan Sabah.

5. Pemenang Hadiah Sastera Utusan Melayu-Public Bank 1996 (Ketiga),
   Anjuran: Utusan Melayu dan Public Bank, Kuala Lumpur.

6. Penulis Anak Angkat '92 Dewan Bahasa dan Pustaka Sabah.

7. Pemenang Hadiah Penghargaan, Peraduan Menulis Novel Kanak-kanak DBP.
   Anjuran: Dewan Bahasa dan Pustaka, Kuala Lumpur

8. Pemenang Hadiah Galakan, Anugerah Drama Sejarah Kebangsaan.
   Anjuran: Persatuan Sejarah Malaysia, Wilayah Persekutuan.

9. Pemenang Hadiah Penghargaan, Anugerah Drama Esso-Gapena II.
   Anjuran : Gabungan Penulis Nasional - Syarikat Esso, Kuala Lumpur

10. Pengarah Terbaik, Pertandingan Drama Sekolah-sekolah Menengah Peringkat
    Negeri Sabah '88
    SMK Merotai Besar - Johan
    Anjuran: Kementerian Pendidikan Malaysia dan TV3

# III
# TEACHING

COURSES

    Postgraduate Courses

    Undergraduate Courses

Teaching Evaluation

# TEACHING

**COURSES**

**Postgraduate Courses**

| Semester | Course Code | Course Name | No. of Students | Teaching Evaluation (Max=5.0) |
|---|---|---|---|---|
| Sem. 01 2021/2022 | KOM 6115 | Advance Statistics for Communication Research | 5 | - |
| Sem. 02 2019/2020 | KOM 6115 | Advance Statistics for Communication Research | 12 | 4.80 |
| Sem. 01 2019/2020 | KOM 6115 | Advance Statistics for Communication Research | 6 | 4.51 |
| Sem.01 2018/2019 | KOM5117 | Data Analysis and Interpretation | 7 | 4.32 |
| Sem. 01 2017/18 | KOM 5115 | Statistics for Communication Research | 27 | 4.43 |
| Sem.01 2016/2017 | KOM5117 | Data Analysis and Interpretation | 8 | 4.50 |
| Sem. 02 2016/17 | KOM 5115 | Statistics for Communication Research | 25 | 4.75 |
| Sem.01 2015/2016 | KOM5117 | Data Analysis and Interpretation | 10 | 4.77 |
| Sem. 02 2015/16 | KOM 5115 | Statistics for Communication Research | 30 | 4.52 |
| Sem.02 2014/15 | KOM 5115 | Statistics for Communication Research | 38 | 4.35 |
| Sem.01 2014/15 | KOM 5115 | Statistics for Communication Research | 44 | 4.83 |
| Sem.02 2013/14 | KOM 5115 | Statistics for Communication Research | 42 | 4.36 |
| Sem.01 2013/14 | KOM 5115 | Statistics for Communication Research | 36 | 4.66 |
| Sem.02 2012/13 | KOM 5115 | Statistics for Communication Research | 39 | 4.61 |
| Sem.02 2012/13 | KOM 6115 | Advance Statistics for Communication Research | 9 | 4.52 |
| Sem.01 2012/13 | KOM 5115 | Statistics for Communication Research | 36 | 4.63 |
| Sem.02 2011/12 | KOM 5115 | Statistics for Communication Research | 40 | 4.66 |
| Sem.01 2011/12 | KOM 6115 | Advance Statistics for Communication Research | 15 | 4.56 |
| Sem.01 2011/12 | KOM 5115 | Statistics for Communication Research | 45 | 4.75 |

| Semester | Course Code | Course Name | No. of Students | Teaching Evaluation (Max=5.0) |
|---|---|---|---|---|
| Sem.02 2010/11 | KOM5115 | Statistics for Communication Research | 60 | 4.56 |
| Sem.02 2010/11 | KOM6115 | Advance Statistics for Communication Research | 10 | 4.87 |
| Sem.02 2010/11 | KOM5115 | Statistics for Communication Research | 52 | 4.65 |
| Sem.01 2009/10. | KOM 5115 | Statistics for Communication Research | 48 | 4.83 |
| Sem.02 2008/2009 | KOM 5115 | Statistics for Communication Research | 32 | 4.63 |
| Sem .01 2008/09 | KOM 5115 | Statistics for Communication Research | 42 | 4.62 |
| 2006/07 (Jul) | KOM 5115 | Statistics for Communication Research | 38 | 4.51 |
| 2005/06 (Dis) | KOM 5115 | Statistics for Communication Research | 32 | 4.83 |
| 2005/06 (Mei) | KOM5115 | Statistics for Communication Research | 45 | 4.71 |
| 2004/05 (Nov) | KOM5115 | Statistics for Communication Research | 38 | 4.81 |
| 2004/05 (Mei) | KOM 5115 | Statistics for Communication Research | 40 | 4.26 |

**Undergraduate Courses**

| Semester | Course Code | Course Name | No. of Students | Teaching Evaluation (Max=5.0) |
|---|---|---|---|---|
| Sem. 01 2021/2020 | KOH 3433 | Interpersonal Communication Skill | 80 | |
| Sem. 02 2019/2020 | KOH 3433 | Interpersonal Communication Skill | 82 | 4.85 |
| Sem.01 2019/20 | KOH 3433 | Interpersonal Communication Skill | 53 | 4.65 |
| Sem.01 2018/19 | KOH 3433 | Interpersonal Communication Skill | 62 | 4.55 |
| Sem.02 2018/19 | KOH 3433 | Interpersonal Communication Skill | 59 | 4.31 |
| Sem.01 2017/18 | KOH 3433 | Interpersonal Communication Skill | 86 | 4.60 |
| Sem.01 2016/17 | KOH 3433 | Interpersonal Communication Skill | 79 | 4.71 |
| Sem.02 2016/17 | KOH 3433 | Interpersonal Communication Skill | 43 | 4.54 |
| Sem.01 2015/16 | KOH 3433 | Interpersonal Communication Skill | 81 | 4.52 |

| | | | | |
|---|---|---|---|---|
| Sem.02 2015/16 | KOH 3433 | Interpersonal Communication Skill | 60 | 4.33 |
| Sem.02 2014/15 | KOM 3431 | Communication Research Methodology | 16 | 4.31 |
| Sem.01 2014/15 | KOM 3433 | Interpersonal Communication Skill | 80 | 4.52 |
| Sem.02 2013/14 | KOH3432 | Interpersonal Communication Skill | 91 | 4.78 |
| Sem.01 2013/14 | KOM 3431 | Communication Research Methodology | 150 | 4.25 |
| Sem.01 2013/14 | KOH3432 | Interpersonal Communication Skill | 73 | 4.57 |
| Sem.02 2012/13 | KOH3433 | Interpersonal Communication Skill | 85 | 4.62 |
| Sem.01 2012/13 | KOM 3431 | Communication Research Methodology | 153 | 4.45 |
| Sem.01 2012/13 | KOH3432 | Interpersonal Communication Skill | 82 | 4.81 |
| Sem.02 2011/12 | KOH3432 | Interpersonal Communication Skill | 89 | 4.74 |
| Sem.01 2011/12 | KOH3432 | Interpersonal Communication Skill | 92 | 4.61 |
| Sem.02 2010/11 | KOH3432 | Interpersonal Communication Skill | 44 | 4.88 |
| Sem.01 2010/11 | KOM 3431 | Communication Research Methodology | 50 | 4.64 |
| Sem.02 2009/10 | KOH 3401 | Small Group Communication | 28 | 4.75 |
| Sem.01 2009/10 | KOH 3401 | Small Group Communication | 36 | 4.62 |
| Sem.02 2008/09 | KOM 3207 | Introduction of Communication Theory | 46 | 4.62 |
| Sem.02 2008/09 | KOH 3432 | Interpersonal Communication Skill | 90 | 4.26 |
| Sem.02 2008/09 | KOM2231 | Basic of Communication Strategy | 60 | 4.68 |
| Sem.02 2008/09 | KOM 3431 | Communication Research Methodology | 25 | 4.73 |
| Sem.01 2008/09 | KOM 3431 | Communication Research Methodology | 72 | 4.65 |
| Sem.01 2007/08 | KOM 3431 | Communication Research Methodology | 62 | 4.43 |
| Sem.01 2007/08 | KOH 3401 | Small Group Communication | 56 | 4.38 |
| Sem.02 2006/07 | KOH 3432 | Interpersonal Communication Skill | 80 | 4.54 |
| Sem. 02 | KOM 2404 | Basic of Interpersonal | 36 | 4.61 |

| | | | | |
|---|---|---|---|---|
| 2006/07 | | Communication | | |
| Sem.01 2006/07 | KOM 3401 | Small Group Communication | 82 | 4.51 |
| Sem. 01 2006/07 | KOM 3431 | Communication Research Methodology | 158 | 4.65 |
| Sem. 01 2006/07 | KOM2404 | Basic of Interpersonal Communication | 19 | 4.81 |
| Sem. 02 2005/06 | KOM2404 | Basic of Interpersonal Communication | 13 | 4.83 |
| Sem. 01 2005/06 | KOM3431 | Communication Research Methodology | 152 | 4.33 |
| Sem. 01 2005/06 | KOH3401 | Komunikasi Kumpulan Kecil | 196 | 4.49 |
| Sem. 02 2004/05 | KOM2404 | Basic of Interpersonal Communication | 176 | 4.53 |
| Sem. 01 2004/05 | KOM3431 | Communication Research Methodology | 156 | 4.45 |
| Sem. 01 2004/05 | KOH3401 | Small Group Communication | 78 | 4.59 |
| Sem,01 2003/04 | KOM 3431 | Communication Research Methodology | 150 | 4.60 |
| Sem. 01 2003/04 | KOM2404 | Basic of Interpersonal Communication | 170 | 4.29 |
| Sem. 01 2003/04 | KOH3401 | Small Group Communication | 186 | 4.59 |
| Sem. 01 2002/03 | KOM2404 | Basic of Interpersonal Communication | 198 | 4.44 |
| Sem. 01 2002/03 | KOH3401 | Small Group Communication | 163 | 4.67 |
| Sem. 02 2001/02 | KOM 3431 | Communication Research Methodology | 156 | 4.67 |
| Sem. 02 2001/02 | KOM2404 | Basic of Interpersonal Communication | 123 | - |
| Sem. 01 2001/02 | KOH3401 | Small Group Communication | 146 | - |
| Sem. 01 2001/02 | KOM2202/ 2404 | Basic of Interpersonal Communication | 148 | - |
| Sem. 01 2001/02 | KOM 2231 | Principle of Communication | 78 | - |
| Sem. 02 2000/01 | KOM3008/ 3431 | Communication Research Methodology | 148 | - |
| Sem. 02 2000/01 | KOM4310 | Communication and Technology Issues | 145 | - |
| Sem. 02 2000/01 | KOM2202 | Basic of Interpersonal Communication | 145 | - |
| Sem. 01 2000/01 | KOM3203 /KOH3401 | Small Group Communication | 152 | - |

# IV SCHOLARLY WORKS

Journal Articles
    A. Citation Indexed
    B. Non-Citation Indexed

Books
    A. Academic Books
    B. Non-Academic Books

Book Chapters

Proceedings

Modules

Popular Writings

**Summary of Scholarly Works**

# SCHOLARLY WORKS

**Journal Articles**

**A. Citation Indexed (90)**

1. Radzi, S. R. K. M., Bolong, J., Osman, M. N., & Adzharuddin, N. A. (2022). Patterns of Content and Sharing among Social Media Users in Malaysia. *International Journal of Academic Research in Business and Social Sciences. 12(13),* 139 - 147. Status: Citation-Indexed Journal – ERA

2. Jamil, S. N. M., Bolong, J., Osman, M. N., & Sern, T. J. (2022). I Need Your Love: Self-Stigma And Classification Of Communication Patterns Required By Breast Cancer Patients. *International Journal of Academic Research in Business and Social Sciences*, *12*(1), 2773–2781. Status: Citation-Indexed Journal – ERA

3. Tang, L., Omar, S. Z., Bolong, J., Zawawi J. W. M. (2022). Well-being in Using TikTok amongst Young People in China. *International Journal of Academic Research in Business and Social Sciences. 12(6),* 518 – 532. Status: Citation-Indexed Journal – ERA

4. Rashid, F. H. A., Omar, S. Z., Bolong, J., & Abas, W. A. W. (2022). Is it Because of I'm Famous, Success or Rich: Why Social Media Influencer become a Victim of Cyberbullying on Social Media? *International Journal of Academic Research in Business and Social Sciences*, *12*(1), 1192 – 1211. Status: Citation-Indexed Journal – ERA

5. Jamil, S. N. M., Bolong, J., Osman, M. N., & Sern, T. J. (2021). A Review on Communication Issues Related to The Process and Treatment for Breast Cancer Patients in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, *11*(12), 858–867. Status: Citation-Indexed Journal – ERA

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26. **Jusang Bolong** dan Ezhar Tamam (2007). Kejelekitan sosial komuniti maya: Satu kajian ke atas pengguna Saling Bual Internet di Sabah dan Sarawak. Dalam Norizan (Eds) Ke arah pembangunan E-Malaysia: Isu dan cabaran. Pp. 69-76. Bangi: Penerbitan Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia.

27. **Jusang Bolong** (2006). Kejelekitan sosial komuniti maya melalui komunikasi berperantara komputer. Dalam Arbaie Sujud (Eds) Ujana Minda, Jilid 1: Kumpulan Esei Bahasa, Sastera dan Komunikasi. Pp. 289-201. Petaling Jaya, Selangor Darul Ehsan: Sasbadi Sdn. Bhd.

**Proceedings (22)**

1. Latifah Abd. Latib & **Jusang Bolong**. (2019). Dos and Donts in social media Honeycomb. In Proceeding Digitalized Society: Dynamics of real-world and cyber-world relaities. In Proceedings International Conference on Media and Society 2019 (IC-MAS2019), Pusat Islam Tun Abang Salahuddin, Universiti Malaysia Sarawak, Kota Samarahan, pada 26 & 27 November 2019.

2. **Jusang Bolong**. (2019). Personaliti, Motivasi dan Niat Perkongsian Maklumat sehingga tular dalam sosial media: Sebuah Idea Awal. In Proceedings International Conference on Communication, Information Technology and Youth Study (I-CITYs2019). Bayview Hotel Melaka. Pada 23 Disember 2019.

3. Latifah Abd. Latib & **Jusang Bolong**. The Role of Social Media Functionality as the Predictive Factors in Contributing towards Civic Engagement. In Proceedings of the 32nd International Business Information Management Association Conference (IBIMA). Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth. 15-16 November 2018. Seville, Spain ISBN: 978-0-9998551-1-9

4. Mohd Syuhaidi Abu Bakar, **Jusang Bolong**, Rosmiza Bidin. (2018). Attributes in a Movie Trailer That Constitutes Purchase Intention. In Proceedings of the 31st International Business Information Management Association Conference (IBIMA): Innovation Management and Education Excellence through Vision 2020. 25-26 April 2018. Milan, Italy. ISBN: 978-0-9998551-0-2

5. Latifah Binti Abd Latib and **Jusang Bolong**. (2017). Civic engagement and youth participation: The role of Facebook functionality. In Proceedings International Conference on Development, Environment and Society 2017: "Towards an Inclusive and Sustainable Future." ICDES17. Universiti Malaysia Sarawak. Riverside Majestic Hotel Kuching 16 & 17 August 2017.

6. Latifah Abd Latib & **Jusang Bolong** (2017). Humanising Communication in a Workplace: The Role of Social Media Functionality. In Proceedings 3rd International Conference on Qalb-Guided Leadership in Higher Education Institutions: Towards Empowering Value Driven Academic Leadership. iQalb2017. Auditorium AKEPT Nilai, Negeri Sembilan. 5-6 December 2017.

7. Mohd Syuhaidi Abu Bakar & **Jusang Bolong**. (2017). Mediating Roles of Gratification towards Relationships between Expectation and Continuance Intention to Use Youtube to Watch Movies. In Proceedings 19th International Scientific Conference on Economic and Social Development: Economic and Social Development. Varazdin Development and Entrepreneurship Agency in cooperation with Victoria University, Melbourne Australia University North, Croatia Faculty of Management University of Warsaw, Poland. Melbourne, 9-10 February 2017.

8. Mazlan, A., Bolong, J., Nasrudin, S. R., & Rahman, A. H. A. (2017). The impact of social interaction anxiety in the use of learning management system: A tentative model. In Proccedings 2017 International Conference on Engineering Technology and Technopreneurship, ICE2T 2017, 2017-January, 1–4.

9. Bebbra Charles Mailin, **Jusang Bolong**, Rosmiza Bidin, Mohd Syuhaidi Abu Bakar. (2016). A Tentative Framework On The Relationships Between Gratification and Continuance Intention to Use YouTube for Movie Watching Experience. In Proceedings The 7 Smart Collaboration for Business in Technology and Information Industries 2016 (SCBTII2016).

10. Latifah Abd Latib & **Jusang Bolong**. (2016). Does Facebook Functionality Boost Civic Engagement among Malaysian Youths? In Proceedings 3rd International Conference on Education and Social Sciences. Istanbul, Turkey. 8-10 February, 2016.

11. Natcha Leevisitpattama, Sabrina J. Ho Abdullah, Ramdzani Abdullah & **Jusang Bolong.** (2015). Holistic High School students' development program: The "after school time" behavior practice for supporting the househole environment management. In Proceedings International Conference on Environmental

12. Siti Ramizah dan **Jusang Bolong**. (2014). Kesediaan mendedahkan hal peribadi: Pola dan dimensi pendedahan kendiri dalam kalangan pengguna Facebook. In Proceedings 11th International Postgraduate Research Colloquium (IPRC2014), Fakulti Teknologi dan Sains Makanan, UPM, pada 21-22 Ogos, 69 – 76.

13. Hamizah Sahharon, **Jusang Bolong**, Siti Zobidah Omar, Hayrol Azril Mohamed Shaffril & Jeffrey Lawrence D'Silva. (2014). Social media and adapting social cohesiveness through 1malaysia wireless village programme: A conceptual framework. In Proceeding of the Social Sciences Research ICSSR 2014 (e-ISBN 978-967-11768-7-0). 9-10 June 2014, Kota Kinabalu, Sabah, Malaysia.

14. Raidah Mazuki, Siti Zobidah Omar, Jeffrey Lawrence D'Silva and Hayrol Azril Mohamed Shaffril and **Jusang Bolong**. (2014). Mapping the problems in using the rural library services among rural youth in Malaysia. In Proceeding of the Social Sciences Research ICSSR 2014 (e-ISBN 978-967-11768-7-0). 9-10 June 2014, Kota Kinabalu, Sabah, Malaysia.

15. Jatuporn Khongtong, Muhammad Shahrim b Ab Karim, Mohhidin Othman and **Jusang Bin Bolong**. (2012). Street Food Culture and Practices in Nakhon Si Thammarat Province, Thailand. In Proceedings of the 5th International Colloquium on Tourism and Leisure (ICTL) 2012. 9-12 July, Bangkok, Thailand.

16. Nurliana Ali Haidzir, **Jusang Bolong**, Ezhar Tamam dan Ishak Abdul Hamid. (2009). Bentuk interaksi sosial, faktor kebimbangan, keprihatinan dan gaya komunikasi mengikut konteks perubahan budaya dalam komunikasi silang budaya: Satu cadangan kerangka konsep kajian. Dalam Darussalam Abu Bakar, Nadiah Abdul Aziz, Suhaimee Shara & Norsham Firdaus (Eds.). In Proceedings international seminar communication & culture in Southeast Asian region: Evaluation, development and challengess. Shah Alam: University Publication Centre (UPENA) UiTM.

17. Sri Azra Attan, **Jusang Bolong** and Hamisah Hasan. (2009). Social relationship and impression management amongst chatters in chat rooms. *Dalam e-prosiding Seminar merapatkan jurang digital: Masyarakat berpengetahuan, model Malaysia*. Bangi: Pusat Kajian E-Komuniti, UKM

18. Zaliyatunnur dan **Jusang Bolong**. (2009). Pendedahan kendiri dan kualiti hubungan inter-etnik dalam komunikasi berperantara komputer. *Dalam e-prosiding Seminar merapatkan jurang digital: Masyarakat berpengetahuan, model Malaysia*. Bangi: Pusat Kajian E-Komuniti, UKM

19. Sri Azra Attan, **Jusang Bolong** and Hamisah Hasan. (2009). The level of loneliness, Emotional closeness and self-esteem amongst MIRC users. In Darussalam Abu Bakar, Nadiah Abdul Aziz, Suhaimee Shara & Norsham Firdaus (Eds.) In *Proceedings International seminar communication & culture in Southeast Asian region: Evaluation, development and challengess*. Shah Alam: University Publication Centre (UPENA) UiTM.

20. **Jusang Bolong** dan Ezhar Tamam (2006). Komunikasi antara budaya melalui karya sastera pelbagai kaum. Dalam Prosiding Persidangan Antarabangsa Bahasa, Sastera dan Budaya Melayu ke-2. Jilid 3 Pp. 199-211Serdang: Jabatan Bahasa Melayu, Fakulti Bahasa Moden dan Komunikasi, Universiti Putra Malaysia, Kementerian Kebudayaan, Kesenian dan Warisan Malaysia dan Dewan Bahasa dan Pustaka

21. Musa Abu Hassan dan **Jusang Bolong** (2002). Mesej dalam Perlakuan: Antara penyataan dan kebetulan. Dalam Prosiding Persidangan Antarabangsa Pengajian Melayu –Beijing Ke 2, Jilid 2, Pp. 915-924. Kuala Lumpur: Dewan Bahasa dan Pustaka

22. **Jusang Bolong**, Narimah Ismail dan Musa Abu Hassan (2002). ICT dan Pendidikan: Kesediaan Menerima dan Mengguna Komputer Di Kalangan Pelajar. Dalam Prosiding International Education, terbitan ELS Language Centre (IEC2001).

**Modules (2)**

1. Ezhar Tamam dan **Jusang Bolong** (2000). Modul Kaedah Penyelidikan Komunikasi. IDEAL: UPM

2. Ishak Abdul Hamid dan **Jusang Bolong** (2000). Modul Kemahiran Komunikasi Antara Perseorangan. IDEAL: UPM

**Popular Writings (4)**

1. **Jusang Bolong** (1996). Takbir Bergema. Skrip drama radio. Tawau: Radio Malaysia Tawau, Sabah

2. **Jusang Bolong** (1986). Semangat Petani. Skrip drama radio. Kuching: Radio Malaysia Kuching, Sarawak

3. **Jusang Bolong** (1995). Refleksi Puteri Gunung Ledang. Skrip drama pentas. Dipentaskan di Keningau, Sabah

4. **Jusang Bolong** (1989). Monumen '46. Skrip drama pentas. Dipentaskan diTawau, Sabah

# SUMMARY OF SCHOLARLY WORKS

| | |
|---|---|
| Journal Articles<br>A.  Citation Indexed (86)<br>B.  Non-Citation Indexed  (63) | 149 |
| Books | 14 |
| Book Chapters | 26 |
| Proceedings | 22 |
| Modules / Study Guides | 2 |
| Popular Writings | 4 |
| Total number of scholarly contributions | 217 |

| | |
|---|---|
| Journal Articles<br>A.      Q1/Q2 (1)<br>B.      Q3/4  (8) | Number |
| H-Index (Scopus) | 10 |
| Citation overall | 304 |
| Citation last 5 years | 159 |
| H-Index (Google Scholar) | 15 |
| Citation overall | 1271 |
| Citation last 5 years | 797 |

| Authorship | Number |
|---|---|
| Main Author (Senior Author/Corresponding Author) | **28** |
| CIJ article | 16 |
| Non-CIJ article | 12 |
| Co-Author | **97** |
| CIJ article | 29 |
| Non-CIJ article | 68 |
| **Total** | **125** |

# V
# RESEARCH ACTIVITIES

RESEARCH PROJECTS

    Principal Researcher - On-going Research Projects

    Principal Researcher - Completed Research Projects

    Co-Researcher - On-going Research Projects

    Co-Researcher - Completed Research Projects

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RESEARCH AWARDS

    Gold Medal

    Silver Medal

    Bronze Medal

**Summary of Research Activities**

# RESEARCH ACTIVITIES

**RESEARCH PROJECTS**

### Principal Researcher - On-going Research Projects (1)

| | |
|---|---|
| 1. Title: | Developing a Model on Natural Disaster Related Information Verification Behaviors among Youth on Social Media. |
| Researcher: | **Jusang Bolong (Principal Investigator - PI)**, Hayrol Azril bin Mohamed Shaffril, Akmar Hayati Ghazali |
| Amount: | RM 82 200.00 (Vot: 5540582) |
| Sponsor: | Fundamental Research Grant Scheme (FRGS) - KPT |
| Start Date: | 01-09-2022 |
| End Date: | 31-08-2024 |
| Status: | On-going |

### Principal Researcher - Completed Research Projects (8)

| | |
|---|---|
| 1. Title: | Model development in enhancing social cohesiveness among rural youth virtual communities |
| Researcher: | **Jusang Bolong (Principal Investigator - PI)**, Hayrol Azril bin Mohamed Shaffril, Siti Zobidah binti Omar |
| Amount: | RM 91 990.00 (Vot: 9543200) |
| Sponsor: | GPB - Geran Putra Berimpak, UPM |
| Start Date: | 01-08-2017 |
| End Date: | 31-10-2020 |
| Status: | Completed |

| | |
|---|---|
| 2. Title: | The Mediating Effect of Civic Participation on the Relationship between Civic Talk on Facebook Functionality and Civic Engagement |
| Researcher: | **Jusang Bolong (PI)**, Latifah Ab. Latib |
| Amount: | RM 15 000.00 (Vot: 9461800) |
| Sponsor: | GP-IPS - Geran Putra Inisiatif Siswazah, UPM |
| Start Date: | 01-12-2015 |
| End Date: | 31-08-2018 |
| Status: | Completed |

| | |
|---|---|
| 3. Title: | Factors of Gratification Contributing In Continuance Intention To Watch Movies On YouTube |
| Researcher: | **Jusang Bolong (PI)**, Mohd. Syuhaidi Abu Bakar (UiTM) |

| | |
|---|---|
| Amount: | RM 50000.00 (Vot: 9389900 ) |
| Sponsor: | Penyelidikan RACE (Research Acculturation Collaborative Effort) Fasa 2 2013/2015 (600-RMI/RACE 16/6/2 (20/2013) Geran Kolaborasi (UPM-UITM) |
| Start Date: | 02-01-2014 |
| End Date: | 30-12-2016 |
| Status: | Completed |

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|---|---|
| 4. Title: | The relationship between the functions of social media in evolving social cohesiveness among rural youth community. |
| Researcher: | **Jusang Bolong (PI)**, Siti Zobidah Omar, Jefffery Lawrance D'Silva dan Hayrol Azril Mohamed Shaffril |
| Amount: | RM15 000 |
| Sponsor: | Penyelidikan Geran Putra (GP-IPS) |
| Date: | 1 Julai 2014 – 1 Jun 2016 |
| Status: | Completed |

| | |
|---|---|
| 5. Title: | Kesesuaian Extendend Technology Acceptance Model (ETAM)dalam mengkaji Penggunaan Internet dalam kalangan Warga Kampung Tanpa Wayar : Ke Arah Penjanaan Model Baru Penggunaan Internet di Malaysia |
| Researcher: | **Jusang Bolong (PI)**, Hayrol Azril bin Mohamed shaffril, Jeffrey Lawrence d'silva a/l Alby. Siti Zobidah binti Omar |
| Amount: | RM 69 000.00 (Vot: 9408900) |
| Sponsor: | Geran Putra Individu Berprestasi Tinggi (UPM) |
| Date: | 01/11/2013 -31/10/215 |
| Status: | Completed |

| | |
|---|---|
| 6. Title: | Negotiation and use of communication medium among multi-stakeholders over environmental issues in Malaysia |
| Researcher: | **Jusang Bolong (Ketua)**, dan Norhayati Rafidah Abdul Rahim |
| Amount: | RM 29 800 |
| Sponsor: | Penyelidikan RUGS (06-01-11-1297RU/F1) Vot: 9199906 |
| Date: | 15 April 2011 – 15 April 2013 |
| Status: | Completed |

| | |
|---|---|
| 7. Title: | Komunikasi Pembangunan:  Model penyebaran maklumat pertanian dan maklumbalas yang mampan |
| Researcher: | **Jusang Bolong (PI),** Dr.  Narimah Ismail Prof. Dr. Musa Abu Hassan, Dr. Siti Zobidah,) |
| Amount: | RM 60,000 |
| Sponsor: | Fundamental Research Grant Scheme (FRGS), Jabatan Pengajian Tinggi, Kementerian Pengajian Tinggi. |

Date:          Disember 2006 – 2008
Status:        Completed


8. Title:      Hubungan Persepsi Bekas Pesakit dalam Wad Terhadap
               Perkhidmatan Kesihatan dengan Tahap Kemahiran Komunikasi
               Interpersonal Jururawat
Researcher:    **Jusang Bolong (PI)**, Ishak Abdul Hamid dan Nur Azimah Kamal
Amount:        RM 1 500.00
Sponsor:       Penyelidikan Fakulti (FBMK/0601/JK03)
Date:          Mac 2006 – Mac 2007
Status:        Completed


**Co-Researcher - On-going Research Projects (12)**


1. Title:      Pembinaan Model Komuniti Maya Berpagar Melalui Pendekatan
               Kawalan Sosial Dalam Kebergantungan Media.

Researcher:    Muhammad Ridhwan Sarifin (PI), **Jusang Bolong**, Nur Hafizah
               Yusoff, Muhamad Hariz Bin Muhamad Adnan dan Mohd
               Syariefudin Bin Abdullah

Amount:        RM80,000.00 (FRGS/1/2021/SS0/UPSI/02/9)

Sponsor:       FRGS - Fundamental Research Grant Scheme – Awam (KPT)

Start Date:    07-09-2021
End Date:      06-09-2023
Status:        On-going


2. Title:      ProCare: A framework for the public in handling sexual grooming
               victims

Researcher:    Zurina Khairuddin (PI), Nurshafawati Binti Ahmad Sani, Siti
               Zanariah Binti Yusoff), Siti Hajar Abu Bakar Ah, Jariah Mohd Jan
               dan **Jusang Bolong.**

Amount:        RM 75,500 (FRGS/1/2021/SSI0/UNISZA/02/10)
Sponsor:       FRGS - Fundamental Research Grant Scheme – Awam (KPT)
Start Date:    07-09-2021
End Date:      06-09-2023
Status:        On-going

3. Title:      Pembentukan Instrumen Pengukuran Amalan Keselamatan
               Penggunaan Internet dalam kalangan Belia di Malaysia.

| Researcher: | Siti Zobidah binti Omar (PI**)**, Akmar Hayati binti Ahmad Ghazali, **Jusang bin Bolong**, Rusli bin hj Abdullah, Muhammad Adnan bin Pitchan |
|---|---|
| Amount: | RM 75 800.00 (Vot: 5540161 ) |
| Sponsor: | FRGS - Fundamental Research Grant Scheme – Awam (KPT) |
| Start Date: | 01-01-2019 |
| End Date: | 31-03-2021 |
| Status: | On-going |

| 4. Title: | Towards Establish a Bilingual Corpus Database of Measure Word between Chinese and Malay |
|---|---|
| Researcher: | Ng Chwee Fang (PI**)**, **Jusang bin Bolong** |
| Amount: | RM 25 000.00 (Vot: 9664900) |
| Sponsor: | GP-IPM - Geran Putra Inisiatif Putra Muda, UPM |
| Start Date: | 01-11-2018 |
| End Date: | 31-01-2021 |
| Status: | On-going |

| 5. Title: | Pengaruh Pola Penontonan, Tahap Kepuasan dan Kehendak terhadap Kekerapan Pemilihan Saluran Tv dalam Organisasi Penyiaran di Malaysia |
|---|---|
| Researcher: | Norliana binti Hashim (PI**)**, **Jusang bin Bolong** (mentor) |
| Amount: | RM 35040.00 (Vot: 9665200 ) |
| Sponsor: | GP-IPM - Geran Putra Inisiatif Putra Muda, UPM |
| Start Date: | 01-11-2018 |
| End Date: | 31-01-2021 |
| Status: | On-going |

| 6. Title: | Developing Sustainability Halal Integrity Framework Based on Negotiation Parameters for Halal Experts and Halal Talents in Malaysia. |
|---|---|
| Researcher: | Nitty Hirawaty binti Kamarulzaman (PI**)**, **Jusang bin Bolong**, Mohammad Ewan bin Awang, Muhammad Nizam Awang@Ali, Norhayati Rafida Abdul Rahim, Safiyyah Ahmad Sabri |
| Amount: | RM 62700.00 (Vot: Bendahari USIM) |
| Sponsor: | Geran Kolaborasi (UPM-USIM) |
| Start Date: | 01-01-2019 |
| End Date: | 31-12-2020 |
| Status: | On-going |

| 7. Title: | Research on Reading Habit and Attitude among Rural Library Users in Low Literacy Rate Area in Malaysia |
|---|---|
| Researcher: | Nor Aini binti Mohamed (PI**)**, Hayrol Azril bin Mohamed Shaffril, **Jusang bin Bolong** |
| Amount: | RM 39 830.00 (Vot: 9578900 ) |
| Sponsor: | GP-IPM - Geran Putra Inisiatif Putra Muda. UPM |
| Start Date: | 04-12-2017 |

End Date: 03-09-2020
Status: On-going

8. Title: Literasi Media Dan Tahap Pengetahuan dan Pengaruh Tingkah Laku Pengaruh Terhadap Isu Vaksinasi Dalam Kalangan Ibu Bapa di Malaysia.
Researcher: Mohd Nizam Osman (PI**)**, **Jusang bin Bolong**, Siti Zobidah binti Omar
Amount: RM 25 000.00 (Vot: 9599200)
Sponsor: GP-IPS - Geran Putra Inisiatif Siswazah, UPM.
Start Date: 15-02-2018
End Date: 14-11-2020
Status: On-going

9. Title: Pembentukan Instrumen dan Penentuan Faktor yang Mempengaruhi penggunaan GPS berdasarkan Teori/Model UTAUT dalam operasi perikanan Nelayan Skala Kecil di Malaysia.
Researcher: Mohd Nizam Osman (PI**)**, Hayrol Azril bin Mohamed Shaffril, **Jusang bin Bolong**, Siti Zobidah binti Omar
Amount: RM 50000.00 (Vot: 9569900 )
Sponsor: GP - Geran Putra, UPM
Start Date: 15-11-2017
End Date: 14-02-2020
Status: On-going

10. Title: Pembentukan Model Penggunaan Telefon Bimbit Bagi Mendapatkan Maklumat Perubahan Cuaca Dalam Kalangan Nelayan Skala Kecil di Pantai Timur Semenanjung Malaysia.
Researcher: Hayrol Azril bin Mohamed Shaffril (PI**)**, Asnarulkhadi bin Abu Samah, **Jusang bin Bolong**
Amount: RM 49900.00 (Vot: 9579100)
Sponsor: GP - Geran Putra, UPM
Start Date: 04-12-2017
End Date: 04-09-2020
Status: On-going

11. Title: Celebrating the New Era of Reality TV : Understanding Reality Talent Shows in Malaysia.
Researcher: Rosya Izyanie binti Shamshudeen (PI**)**, Ernawita binti Atan, **Jusang bin Bolong**
Amount: RM 25 000.00 (Vot: 9600200)
Sponsor: GP - Geran Putra, UPM
Start Date: 15-02-2018
End Date: 14-10-2020
Status: On-going

12. Title:    Developing Instrument for Family Communication Pattern in Islamic Perspective.
Researcher:  Wan Anita binti Wan Abas (PI**)**, **Jusang bin Bolong**
Amount:   RM 31620.00 (Vot: 9631300)
Sponsor:   GP - Geran Putra, UPM
Start Date:  02-04-2018
End Date:   02-07-2020
Status:    On-going

**Co-Researcher - Completed Research Projects (30)**

1. Title:   Pembentukan Instrumen dan pengukuran Impak penggunaan Internet ke atas tahap kesejahteraan belia pelbagai bangsa di Malaysia
Researcher:  Siti Zobidah binti Omar (PI**)**, Hayrol Azril bin Mohamed Shaffril, **Jusang bin Bolong**
Amount:   RM 73 090.00 (Vot: 9542900 )
Sponsor:   GPB - Geran Putra Berimpak, UPM
Start Date:  01-08-2017
End Date:   31-07-2019
Status:    Completed

2. Title:   Typography selection and modification guidelines evoking emotion in Typeface on Logo Visual Perceptions.
Researcher:  Raja Ahmad Azmeer bin R.A. Effendi (PI**)**, **Jusang bin Bolong**, Mohd Shahrizal bin Dolah, Saiful Hasley bin Ramli
Amount:   RM 15 000.00 (Vot: 9547900)
Sponsor:   GP-IPS - Geran Putra Inisiatif Siswazah, UPM
Start Date:  01-08-2017
End Date:   01-02-2019
Status:    Completed

3. Title:   Kesan Perantaraan Niat Terhadap Hubungan Faktor Tingkahlaku dengan Penggunaan Atas Talian Kerajaan oleh Belia Luar Bandar di Malaysia.
Researcher:  Siti Zobidah binti Omar (PI**)**, **Jusang bin Bolong**, Mohd Nizam Osman
Amount:   RM 14 500.00 (Vot: 9547200 )
Sponsor:   GP-IPS - Geran Putra Inisiatif Siswazah, UPM
Start Date:  01-08-2017
End Date:   01-08-2019
Status:    Completed

4. Title:   Developing a framework of attributes in a movie trailer that constitutes purchase intention

| | |
|---|---|
| Researcher: | Rosmiza binti haji Bidin (PI**), **Jusang bin Bolong**, Mohd Syuhaidi Abu Bakar |
| Amount: | RM 51 200.00 (Vot: Bendahari UiTM) |
| Sponsor: | Geran Kolaborasi (UPM-UITM) |
| Start Date: | 15-08-2017 |
| End Date: | 14-08-2019 |
| Status: | Completed |

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|---|---|
| 5. Title: | Kajian Impak dan Keberkesanan Program Jangkauan Seni dan Budaya - Myseni Budaya 2018. |
| Researcher: | Norazlina binti haji Mohd Kiram (PI), Jama'yah binti Zakaria, **Jusang bin Bolong**, Nik Farhan binti Mustapha, Zuraini binti Jusoh |
| Amount: | RM 112 000.00 (Vot: TBC ) |
| Sponsor: | Geran Swasta |
| Start Date: | 05-03-2018 |
| End Date: | 30-11-2018 |
| Status: | Completed |

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|---|---|
| 6. Title: | Improvisation Safety Features of playground equipment to reduce children injuries in Malaysia. |
| Researcher: | Raja Ahmad Azmeer bin R.A. Effendi (PI), **Jusang bin Bolong**, Saiful Hasley bin Ramli |
| Amount: | RM 18 900.00 (Vot: 9556100) |
| Sponsor: | GP-IPS - Geran Putra Inisiatif Siswazah, UPM |
| Start Date: | 01-11-2017 |
| End Date: | 01-11-2018 |
| Status: | Completed |

| | |
|---|---|
| 7. Title: | Exploring Corporate Social Responsibility (CSR) Communication Initiatives of Malaysian Higher Learning Institutions: Towards Developing a Contextuallized CSR Best Practice Instrument for Public Universities |
| Researcher: | Nurul'ain binti Mohd Hassan (PI), **Jusang bin Bolong** (mentor) |
| Amount: | RM 40 000.00 (Vot: 9458300) |
| Sponsor: | GP-IPM - Geran Putra Inisiatif Putra Muda, UPM |
| Start Date: | 01-12-2015 |
| End Date: | 01-12-2017 |
| Status: | Completed |

| | |
|---|---|
| 8. Title: | Communicating Persuasive Messages through The Islamic Portrayal Of Billboard Advertisements In East Coast Region In Malaysia |
| Researcher: | Nor Azura binti Adzharuddin (PI), **Jusang bin Bolong** (mentor) |
| Amount: | RM 35 000.00 (Vot: 9435700) |
| Sponsor: | GP-IPM - Geran Putra Inisiatif Putra Muda, UPM |
| Start Date: | 01-09-2014 |
| End Date: | 01-09-2016 |

Status:          Completed

9. Title:        Formal-informal diversity engagement and civic values of final
                 year undergraduates: Individual and Institutional level analysis
Researcher:      Ezhar Tamam (PI), **Jusang Bolong**, Hanina Halimatusadiah
                 Hamsan dan Moniza Waheed )
Amount:          RM 89 260
Sponsor:         Fundamental (FRGS) (05-01-14-1397FR)
Date:            1 Julai 2014 – 30 Jun 2016
Status:          Completed

10. Title:       Youth Theatre: Fostering interculturality through the performing
                 arts in Malaysia
Researcher:      Joanne Lim Bee Yin (PI), **Jusang Bolong**, Arbaayah Ali Termizi
                 dan Patrick O'Reilly)
Amount:          RM 60 000
Sponsor:         Penyelidikan ERGS
Date:            September 2013 – Ogos 2016
Status:          Completed

11. Title:       Relationship  between Internet Usage And Digital Reading
                 Practices Among Rural Youth Community.
Researcher:      Siti Zobidah binti Omar (PI**)**, Bahaman bin Abu Samah, **Jusang
                 bin Bolong**
Amount:          RM 15000.00 (Vot: 9431500 )
Sponsor:         GP-IPS - Geran Putra Inisiatif Siswazah, UPM
Start Date:      01-07-2014
End Date:        01-07-2016
Status:          Completed

12. Title:       International students' perception of Malaysian English and its
                 impact on Intercultural communication.
Researcher:      Shameem Begum binti Mohd Rafik Khan (PI**)**, Ain Nadzimah binti
                 Abdullah, **Jusang bin Bolong**
Amount:          RM 8000.00 (Vot: 9395500)
Sponsor:         GP-IPS - Geran Putra Inisiatif Siswazah, UPM
Start Date:      01-11-2013
End Date:        28-02-2015
Status:          Completed

13. Title:       Global goes local: The representation of cultural identity in
                 Academi Fantasia
Researcher:      Mentor (Rosya Izyanie Shamsudian dan **Jusang Bolong**)
Amount:          RM 29 300
Sponsor:         Geran Putra (GP-IPM) (GP-IPM/2013/9403500
Date:            1 November 2013- 31 Mei 2015
Status:          Completed

14. Title:      Kajian keberkesanan perpustakaan desa dalam mempengaruhi gaya hidup masyarakat setempat
Researcher:      Siti Zonidah Omar (PI), **Jusang Bolong**, Jeffrey Lawrence D'Silva, Hayrol Azril Mohamed Shaffril dan Shamsul Farid Shamsudin )
Amount:      RM 48 000
Sponsor:      Penyelidikan Geran Putra (GP-IBT/2013/9409000
Date:      1 November 2013 – 31 Oktober 2015
Status:      Completed

15. Title:      Setting the context for youth enterpreneurship through the ICT: Explore how ICT influenced youth enterpreneurship in Malaysia rural community
Researcher:      Bahaman Abu Samah (PI), Siti Zobidah Omar, **Jusang Bolong**)
Amount:      RM 75,000
Sponsor:      Penyelidikan ERGS (5527128)
Date:      1 Ogos 2012 – 31 Julai 2014
Status:      Completed

16. Title:      Developing and testing the effectiveness of statistical learning tools (SLT) for university students
Researcher:      Rusli Abdullah (PI), Bahaman Abu Samah, **Jusang Bolong**, Jeffrey Lawrence D'Silva, Hayrol Azril Mohamed Shaffril
Amount:      RM 30 000
Sponsor:      Penyelidikan RUGS
Date:      September 2012 – Februari 2014
Status:      Completed

17. Title:      'Conceptualizing the critical issues in development of ICT project: Toward understanding the role of ICT on youth sustainable livelihood'
Researcher:      Bahaman Abu Samah (PI), Siti Zobidah Omar, **Jusang Bolong**, Jeffrey Lawrence D'Silva, Muhamad Badsar and Hayrol Azril Mohamed Shaffril)
Amount:      RM 35 800
Sponsor:      Penyelidikan RUGS (9349600)
Date:      1 september 2012 – 31 Ogos 2014.
Status:      Completed

18. Title      'Measuring youth fishermen readiness to use geographical positioning system (GPS) at the sea',
Researcher:      Mohd Nizam Osman (PI), Siti Zobidah Omar, **Jusang Bolong**, Jeffrey Lawrence D'Silva and Hayrol Azril Mohamed Shaffril)
Amount:      RM 30 000
Sponsor:      Penyelidikan RUGS (RUGS 06-02-1930RU
Date:      1 September 2012 – 31 Ogos 2014
Status:      Completed

19. Title: 'Internet usage and online risks among Malaysian children'
    Researcher: Md Salleh Hassan (PI), Ezhar Tamam, Siti Zobidah Omar, **Jusang Bolong** and Nor Azura Adzharuddin)
    Amount: RM 100 000
    Sponsor: Penyelidikan RUGS (RUGS/06-02-12-2011RU – 9358100)
    Date: 20 September 2012 – 19 September 2014
    Status: Completed

20. Title: Penilaian ke atas sistem amaran perubahan cuaca yang disampaikan melalui internet dan media massa
    Researcher: Nurani Kamarudin (PI), Bahaman Abu Samah, **Jusang Bolong**, Hayrol Azril Mohoamed Syaffril dan Siti Zobidah Omar)
    Amount: RM 21 370
    Sponsor: Penyelidikan RUGS (RUGS/06-02-12-1932RU - 9350200
    Date: 1 September 2012 – 31 Ogos 2014
    Status: Completed

21. Title: 'Usage of rural library services among rural community in Malaysia'
    Researcher: Siti Zobidah Omar (PI),  Hayrol Azril Mohamed Shaffril, **Jusang Bolong** and Jeffrey Lawrence D'Silva.)
    Amount: RM 40 000
    Sponsor: Penyelidikan RUGS (RUGS/06-03-11-1452RU – 9302100)
    Date: 22 Ogos 2011 – 21 Ogos 2013
    Status: Completed

22. Title: Social media contribution towards ethnocentrism
    Researcher: Abdul Rauf Ridzuan (PI), **Jusang Bolong**, Rozman Md. Yusof, Siti Zobidah Omar dan Siti Faidul Maisarah Abdullah)
    Amount: RM 35 000
    Sponsor: Penyelidikan Fundamental (FRGS – 600-RMI/SSP/FRGS 5/3/Fsp(35/2011)
    Date: 1 Julai 2011 – 30 Jun 2013
    Status: Completed

23. Title: Islamic representation in advertisement from the perspective of Elaboration Likelihood Model (ELM)
    Researcher: Hamisah Hasan (PI), Ezhar Tamam dan **Jusang Bolong**)
    Amount: RM 173,570
    Sponsor: Penyelidikan FRGS
    Date: 1 September 2011 – 1 September 2013
    Status: Completed

24. Title: 'Fishermen Community and ICT: An Effort Towards the Development of Knowledgeable Fishermen (K-Nelayan)
    Researcher: Musa Abu Hassan (PI), Siti Zobidah Omar (Ketua gantian), Hayrol Azril Mohamed Shaffril, **Jusang Bolong** and Jeffrey Lawrence D'Silva.)

| | |
|---|---|
| Amount: | RM 100 000 |
| Sponsor: | Penyelidikan RUGS (RUGS/06-04-10-1021RU/F1 |
| Date: | 23 Ogos 2010 – 22 Ogos 2012 |
| Status: | Completed |

25. Title: Masyarakat Luar Bandar & Projek ICT: Satu usaha pembentukan K-Masyarakat.

| | |
|---|---|
| Researcher: | Musa Abu Hasan (PI), Dr. Narimah Ismail, Dr. Siti Zobidah Omar dan **Jusang Bolong** |
| Amount: | RM 145,000 |
| Sponsor: | Fundamental Research IRPA |
| Date: | 2004 - 2005 |
| Status: | Completed |

26. Title: Media Richness, Social Influence and Electronic Mail in The Workplace: A Case Study

| | |
|---|---|
| Researcher: | Rosmiza Bidin (PI) dan **Jusang Bolong** |
| Amount: | RM 3000.00 |
| Sponsor: | Penyelidikan Fakulti |
| Date: | Mac 2005 – Mac 2006 |
| Status: | Completed |

27. Title: Kuasa Bahasa dalam Kepemimpinan yang Berkesan

| | |
|---|---|
| Researcher: | Abd. Rashid Dg. Melebek (PI) dan **Jusang Bolong** |
| Amount: | RM 3000.00 |
| Sponsor: | Penyelidikan Fakulti (FBMK/0501-JBM01) |
| Date: | Mac 2005 – Mac 2006 |
| Status: | Completed |

28. Title: Masalah Sosial dan Kesedaran Sivik dalam Kalangan Generasi Muda daripada Keluarga Miskin di Bandar

| | |
|---|---|
| Researcher: | Ezhar Tamam (PI), **Jusang Bolong** dan Zamre Yaacob |
| Amount: | RM19,100.00 |
| Sponsor: | Penyelidikan Fundemental (Institut Belia – Kementerian Belia dan Sukan) |
| Date: | Ogos 2006 – Januari 2007 |
| Status: | Completed |

29. Title: Family Communication and Use of Computer Among Malaysian Farm Families

| | |
|---|---|
| Researcher: | Narimah Ismail (PI), Musa Abu Hassan, Siti Zobidah Omar, Prof. Saodah Wok dan **Jusang Bolong**) |
| Amount: | RM150,150 |
| Sponsor: | ScFund (Ministry of Science, Technology and Innovation |
| Code: | 04-01-04-SF0435 |
| Date: | Disember 2006 – November 2008 |
| Status: | Completed |

30. Title:        National Ethos and Media Use of 15-25 Years at Risk Youth:
                  Implication on Nation Building
    Researcher:   Ezhar Tamam (PI), Abdul Mu'ati @ Zamri Ahmad, **Jusang
                  Bolong** dan Saodah Wok)
    Sponsor:      ScFund (Ministry of Science, Technology and Innovation
    Code:         04-01-04-SF0434
    Date:         Disember 2006 – 2008
    Status:       Completed

## COPYRIGHT (1)

Mohd. Suhaidi Abu Bakar & **Jusang Bolong**.
Research Framework of Mediating Role of Gratification on Relationship between
Expectation and Continuance Intention to Watch Movies on YouTube.
Kategori Harta Intelek: Hakcipta (Copyright)
Jenis Dokumen: Notifikasi Sukarela (Voluntary Notification) MyIPO
Pendaftaran: Research Innovation Unit, Universiti Teknologi Mara (UiTM)

## RESEARCH AWARDS (8)

**Gold Medal**
1. **Jusang Bolong** & Latifah Abd. Latib. Dos and Donts in Social Media
   Honeycomb: Humanising Communication and Promoting Civic Engagement in
   Workpalce.
   Pingat Emas
   Intellectual Research & Innovation Showcase (IRIS2019).
   Anjuran: Universiti Selangor.

**Silver Medal**
1. Siti Zobidah Omar, Samsul Farid Samsuddin, Bahaman Abu Samah, **Jusang
   Bolong.** Rural Library among Rural Youth in Malaysia towards positive Youth
   Development.
   Pingat Perak.
   Pameran Reka Cipta, Penyelidikan dan Inovasi UPM, 2016
   Anjuran: Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 15-
   16 November 2016.

2. Siti Zobidah Omar, Narimah Ismail, **Jusang Bolong**, Musa Abu Hassan dan
   Soadah Wok.  Komunikasi keluarga dalam kalangan keluarga tani di Malaysia.
   Pingat Perak.
   Pameran Reka Cipta, Penyelidikan dan Inovasi UPM, 2010
   Anjuran: Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 20-
   22 July 2010

3. Musa Abu Hassan, Siti Zobidah Omar, Rusli Abdullah,  **Jusang Bolong** dan Narimah Ismail. Keperluan ciri-ciri Portal E-Komuniti berkonsepkan minda kelas pertama.
Pingat Perak.
Pameran Reka Cipta, Penyelidikan dan Inovasi UPM, 2010
Anjuran: Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 20-22 July 2010

4. Ezhar Tamam, **Jusang Bolong**, Saodah Wok dan Abdul Mua'ti@ Zamri Ahmad. National Ethos and Media Use of 15-25 years At-Risk Youth: Implication 0n Nation Building.
Pingat Perak. Pameran Reka Cipta, Penyelidikan dan Inovasi UPM, 2007
Anjuran: Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 27 – 29 November 2007

**Bronze Medal**
1. Abdul Rashid Daeng Melebek dan **Jusang Bolong**. Kuasa Bahasa dalam Kepemimpinan Berkesan.
Pingat Gangsa. Pameran Reka Cipta, Penyelidikan dan Inovasi UPM 2006.
Anjuran: Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 22-24 Ogos 2006.

2. **Jusang Bolong**, Ezhar Tamam, Salleh Hj. Hassan & Musa Abu Hasan. Kejelekitan Sosial Komuniti Maya dan Hubungan Interpersonal Melalui Komunikasi Berperantara Komputer.
Pingat Gangsa. Pameran Reka Cipta, Penyelidikan dan Inovasi UPM 2005.
Anjuran Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 13 Mei 2005

3. Musa Abu Hassan, Narimah Ismail, Siti Zobidah Omar, **Jusang Bolong** & Nurani Kamarudin. Rural Society and ICT projects: Towards the formation of K-Society.
Pingat Gangsa. Pameran Reka Cipta, Penyelidikan dan Inovasi UPM 2005.
Anjuran Pusat Pengurusan Penyelidikan (RMC), Universiti Putra Malaysia, 13 Mei 2005

# SUMMARY OF RESEARCH ACTIVITIES

| Research Grants (Source of Funding/ Number of Research Grants) | | Grant Amount (RM) |
|---|---|---|
| National Funding | 12 | 882,780.00 |
| University Funding | 32 | 1,136,300.00 |
| Private Sector Funding | 1 | 112,000.00 |
| Collaboration Funding | 3 | 163,900.00 |
| Total number of research projects | 47 | |
| Total amount (in RM) obtained from research projects | | 2,294,980.00 |

| Research Grants (Leadership) - On-going / Completed | | |
|---|---|---|
| Principal researcher | On-going | 1 (RM91,990.00) |
| | Completed | 7 (RM240,300.00) |
| Co-researcher | On-going | 12 (RM419,890.00) |
| | Completed | 30 (RM1,542,800.00) |

| Copyrights filed and obtained | 1 |
|---|---|

| Research Awards | |
|---|---|
| Gold | 1 |
| Silver | 4 |
| Bronze | 3 |

# VI
# CONFERENCE
# PAPERS

CONFERENCE PAPERS

      International Conference (Presenter)
      National Conference (Presenter)
      **Summary of Conference Presentations**

# CONFERENCE PAPERS

**International Conference (Presenter) (32)**

1. Latifah Abd. Latib & **Jusang Bolong**. (2019). Dos and Donts in social media Honeycomb. In Proceeding Digitalized Society: Dynamics of real-world and cyber-world relaities. The International Conference on Media and Society 2019 (IC-MAS2019), Pusat Islam Tun Abang Salahuddin, Universiti Malaysia Sarawak, Kota Samarahan, pada 26 & 27 November 2019.

2. **Jusang Bolong**. (2019). Personaliti, Motivasi dan Niat Perkongsian Maklumat sehingga tular dalam sosial media: Sebuah Idea Awal. The International Conference on Communication, Information Technology and Youth Study (I-CITYs2019). Bayview Hotel Melaka. Pada 23 Disember 2019.

3. Latifah Abd. Latib & **Jusang Bolong.** (2018**)**. The Role of Social Media Functionality as the Predictive Factors in Contributing towards Civic Engagement. The 32nd International Business Information Management Association Conference (IBIMA). Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth. 15-16 November 2018. Seville, Spain ISBN: 978-0-9998551-1-9

4. Mohd Syuhaidi Abu Bakar, **Jusang Bolong**, Rosmiza Bidin. (2018). Attributes in a Movie Trailer That Constitutes Purchase Intention. The 31st International Business Information Management Association Conference (IBIMA): Innovation Management and Education Excellence through Vision 2020. 25-26 April 2018. Milan, Italy. ISBN: 978-0-9998551-0-2

5. Latifah Binti Abd Latib and **Jusang Bolong**. (2017). Civic engagement and youth participation: The role of Facebook functionality. The International Conference on Development, Environment and Society 2017: "Towards an Inclusive and Sustainable Future." ICDES17. Universiti Malaysia Sarawak. Riverside Majestic Hotel Kuching 16 & 17 August 2017.

6. Latifah Abd Latib & **Jusang Bolong** (2017). Humanising Communication in a Workplace: The Role of Social Media Functionality. The 3rd International Conference on Qalb-Guided Leadership in Higher Education Institutions: Towards Empowering Value Driven Academic Leadership. iQalb2017. Auditorium AKEPT Nilai, Negeri Sembilan. 5-6 December 2017.

7. Mohd Syuhaidi Abu Bakar & **Jusang Bolong**. (2017). Mediating Roles of Gratification towards Relationships between Expectation and Continuance Intention to Use Youtube to Watch Movies. The 19th International Scientific

Conference on Economic and Social Development: Economic and Social Development. Varazdin Development and Entrepreneurship Agency in cooperation with Victoria University, Melbourne Australia University North, Croatia Faculty of Management University of Warsaw, Poland. Melbourne, 9-10 February 2017.

8. Latifah Abd Latib & **Jusang Bolong**. (2016). Does Facebook Functionality Boost Civic Engagement among Malaysian Youths? The 3rd International Conference on Education and Social Sciences. Istanbul, Turkey. 8-10 February, 2016.

9. Natcha Leevisitpattama, Sabrina J. Ho Abdullah, Ramdzani Abdullah & **Jusang Bolong.** (2015). Holistic High School students development program: The "after school time" behavior practice for supporting the househole environment management. International Conference on Environmental Forensics 2015 (INFORCE2015). Putrajaya Marrioutt Hotel, Kuala Lumpur. 19-20 August 2015.

10. Siti Ramizah dan **Jusang Bolong**. (2014). Kesediaan mendedahkan hal peribadi: Pola dan dimensi pendedahan kendiri dalam kalangan pengguna Facebook. Kertas kerja dibentangkan di 11th International Postgraduate Research Colloquium (IPRC2014), Fakulti Teknologi dan Sains Makanan, UPM, pada 21-22 Ogos, 69 – 76.

11. Hamizah Sahharon, **Jusang Bolong**, Siti Zobidah Omar, Hayrol Azril Mohamed Shaffril & Jeffrey Lawrence D'Silva. (2014). Social media and adapting social cohesiveness through 1malaysia wireless village programme: A conceptual framework. The Social Sciences Research ICSSR 2014 (e-ISBN 978-967-11768-7-0). 9-10 June 2014, Kota Kinabalu, Sabah, Malaysia.

12. Raidah Mazuki, Siti Zobidah Omar, Jeffrey Lawrence D'Silva and Hayrol Azril Mohamed Shaffril and **Jusang Bolong**. (2014). Mapping the problems in using the rural library services among rural youth in Malaysia. The Social Sciences Research ICSSR 2014 (e-ISBN 978-967-11768-7-0). 9-10 June 2014, Kota Kinabalu, Sabah, Malaysia.

13. Jatuporn Khongtong, Muhammad Shahrim b Ab Karim, Mohhidin Othman and **Jusang Bin Bolong**. (2012). Street Food Culture and Practices in Nakhon Si Thammarat Province, Thailand. The 5th International Colloquium on Tourism and Leisure (ICTL) 2012. 9-12 July, Bangkok, Thailand.

14. Fazilah Husin dan **Jusang Bolong**. (2011). Identiti personal penonton teater. Kertas kerja dibentangkan di International conference on Humanities 2011. Pulau Pinang: Parkroyal Penang Resort/USM. 14-16 Jun 2011.

15. Nurliana Ali Haidzir, **Jusang Bolong**, Ezhar Tamam dan Ishak Abdul Hamid. (2009). Bentuk interaksi sosial, faktor kebimbangan, keprihatinan dan gaya komunikasi mengikut konteks perubahan budaya dalam komunikasi silang budaya: Satu cadangan kerangka konsep kajian. Kertas kerja dibentang di International seminar communication & cukture in Southeast Asian region: Evaluation, development and challengess. Shah Alam. 16-17 November 2009.

16. Sri Azra Attan, **Jusang Bolong** and Hamisah Hasan. (2009). The level of loneliness, Emotional closeness and self-esteem amongst MIRC users. Kertas kerja dibentang di International seminar communication & cukture in Southeast Asian region: Evaluation, development and challengess. Shah Alam. 16-17 November 2009

17. **Jusang Bolong**, Ezhar Tamam, Salleh Hasan dan Musa Abu Hassan. (2008). Pendekatan pendedahan kendiri dalam hubungan interpersonal melalui talian (on-line). Kertas kerja dibentangkan di The International Conference on Communication and Media 2008. Di Kuala Lumpur. 14-16 Jun 2008

18. Noor Azizi Borhan and **Jusang Bolong**. (2008). Relational competency and communication styles of leadership communication practices in the organization. Kertas kerja dibentangkan di The International Conference on Communication and Media 2008. Di Kuala Lumpur. 14-16 Jun 2008

19. Narimah Ismail, Siti Zobidah Omar, **Jusang Bolong**, Musa Abu Hassan, Soadah Wok, Haniff Hassan and Aziyah Abu Bakar. (2008). Communication patterns among malaysian farm families: Parents view. Kertas kerja dibentangkan di International conference on agricultural extension 2008 (AGREX08). Di Hotel Equatorial Hotel, Bangi. 15-19 Jun 2008

20. Narimah Ismail, Saodah Wok, **Jusang Bolong**, Zobidah Omar dan Musa Abu Hassan. (2008). Use of new communication among muslim farming families. Kertas kerja dibentangkan di International Conference 0n The Representation of Islam and Muslims in the Media. Putra World Trade Centre (PWTC), Kuala Lumpur. 29-30 Julai 2008

21. Ezhar Tamam, Zulhamri Abdullah, Siti Zobidah Omar and **Jusang Bolong**. (2007). Perception towards Islam and Muslim. Paper presented at the World Communication Association (WCA) Conference 2007, Brisbane, Australia, 27 – 31 July, 2007

22. Rosmiza Bidin dan **Jusang Bolong** (2007). Media Richness and E-Mail Usage. Kertas kerja dibentangkan di 6th Biennial Pacific and Asian Communication Association Convention. Center of Korean Studies, University of Hawaii, 7-9 Januari 2007.

23. **Jusang Bolong** dan Ezhar Tamam. (2006). Komunikasi antara budaya melalui karya sastera pelbagai kaum. Kertas kerja dibentangkan di Persidangan Antarabangsa Bahasa, Sastera dan Budaya Melayu ke-2. Pusat Program Luar, 24-25 Januari 2006

24. **Jusang Bolong** dan Phoon Jing Onn. (2005). Amalan Komunikasi Haptik di Kalangan Remaja: Satu Tinjauan Awal. Kertas kerja dibentangkan di Seminar Antarabangsa Kelangsungan Hubungan Indonesia-Malaysia, Universiti Utara Malaysia – Universitas Islam Riau, Kedah Darul Aman, 7-8 Ogos, 2005

25. Wan Anita Wan Abas dan **Jusang B. Bolong**. (2004). Kejelekitan sosial antara kaum melalui komunikasi berperantara komputer di kalangan masyarakat Malaysia. Kertas kerja dibentangkan di First International Conference – Seminar on Culture, Asian Institute of Medicine, Science & Technology (AMIST), Kedah Darul Aman, 1-5 Disember, 2004

26. Ezhar Tamam, **Jusang Bolong** & Md. Salleh Hassan (2003). Resisting the content of international news about conflict: A case of communication challenges in cross-cultural journalism reporting of war terrorism. Kertas kerja dibentangkan di Malaysian International Conference on Languages, Literatures, and Culture (MICOLLAC 2003), Sunway Lagoon Resort Hotel, Petaling Jaya, 30 Sept- 2 Oktober 2003.

27. Nor Azlina Mohamad & **Jusang B. Bolong** (2003). The effectiveness of computer mediated communication (CMC) on the communicative skills-speaking of the learners of English as a second language (ESL). Kertas kerja dibentangkan di Malaysian International Conference on Languages, Literatures, and Culture (MICOLLAC 2003), Sunway Lagoon Resort Hotel, Petaling Jaya, 30 Sept- 2 Oktober 2003.

28. Musa Abu Hassan dan **Jusang Bolong** (2002). Mesej dalam Perlakuan: Antara pernyataan dan kebetulan. Kertas kerja dibentangkan di Persidangan Antarabangsa Pengajian Melayu – Beijing Ke 2, Universiti Beijing, China. 8 – 15 Oktober 2002

29. **Jusang Bolong,** Narimah Ismail, Musa Abu Hassan & Zamree Yaakob. (2001). ICT dan Pendidikan: Kesediaan Menerima dan Mengguna Komputer Di Kalangan Pelajar. Kertas Kerja dibentangkan di International Education Conference (IEC 2001). PJ Hilton, Kuala Lumpur. 27 –28 Ogos.

30. Ishak Abd. Hamid, Abd. Rashid Md. Ali & **Jusang Bolong.** (2001). Perilaku Marah dan Budaya Memujuk di Kalangan Pelajar. Kertas kerja dibentangkan di Malaysia International Conference on Languages, Literatures, and Culture. Universiti Putra Malaysia, Serdang, Selangor. 17- 19 April.

31. Musa Abu Hassan, Narimah Ismail & **Jusang Bolong**. (2001). Kesinambungan budaya melalui TV. Kertas kerja dibentangkan di Malaysia International Conference on Languages, Literatures, and Culture. Universiti Putra Malaysia, Serdang, Selangor. 17- 19 April.

32. Ezhar Tamam dan **Jusang Bolong** (1999). Close friendship communication patterns of Malay, Chinese and Indian. Kertas Kerja dibentangkan di World Communication Association Conference, Jabatan Komunikasi, Universiti Putra Malaysia, Serdang, Selangor DE.

**National Conference (Presenter) (16)**

1. Bebbra Charles Mailin, **Jusang Bolong**, Rosmiza Bidin, Mohd Syuhaidi Abu Bakar. (2016). A Tentative Framework On The Relationships Between Gratification and Continuance Intention to Use YouTube for Movie Watching Experience. The 7 Smart Collaboration for Business in Technology and Information Industries 2016 (SCBTII2016)**.**

2. **Jusang Bolong**. (2008). Kandungan komunikasi dalam keluarga tani mengikut bidang usaha. Kertas kerja dibentangkan di Seminar Komunikasi Keluarga dan Penggunaan Komputer dalam Keluarga Tani di Malaysia. Di Bilik Seri Amar, Fakulti Bahasa Moden dan Komunikasi, UPM. 27 November 2008.

3. Abdul Rashid Daeng Melebek dan **Jusang Bolong**. (2006). Kuasa Bahasa dalam Kepemimpinan yang Berkesan. Kertas kerja dibentangkan di Seminar Linguistik dan Pembudayaan Bahasa Melayu Ke-2. Dewan Bahasa dan Pustaka, Kuala Lumpur, 7 – 8 September 2006.

4. Rosmiza Bidin dan **Jusang Bolong.** (2006). Kekayaan media, pengaruh sosial dan penggunaan E-mel di tempat kerja: Satu Kajian Kes. Kertas kerja dibentangkan di Seminar Kebangsaan Komunikasi ke 3. Hotel Gurney & Residences, Pulau Pinang, 16 – 18 Jun 2006

5. **Jusang Bolong**. (2005). Kejelekitan Sosial Komuniti Maya: Kajian Awal ke atas Pengguna IRC di Sabah dan Sarawak. Kertas kerja dibentangkan di Seminar Kebangsaan E-Komuniti. IOI Palm Garden Hotel, Putrajaya, 6 – 7 Disember 2005.

6. **Jusang Bolong**. (2005). Komunikasi Antara Budaya Melalui Karya Remaja Pelbagai Kaum. Kertas kerja dibentangkan di Simposium Penulis Pelbagai Kaum sempena Festival Sastera Kemerdekaan: Peringkat Kebangsaan, Eden Garden Hotel, Johor Bahru, 12 – 15 September 2005.

7. Rozita Khamis, **Jusang Bolong**, Azlina Mohammad dan Normaslita Mohd. Lod. (2005). Persepsi Penonton Terhadap Rancangan Realiti Televisyen Di Malaysia: Satu Tinjauan Awal. Kertas kerja dibentangkan di Seminar Kebangsaan Sosio-Ekonomi & IT Ke-3, Universiti Utara Malaysia, Putra Brasmana Hotel, Kuala Perlis, 20 – 21 Ogos 2005

8. **Jusang B. Bolong**. (2004). Kejelekitan Sosial Komuniti Maya Melalui Komunikasi Berperantara Komputer. Kertas kerja dibentangkan di Seminar on Impact of ICT on Society: Present and Future, Mint Hotel, Seri Kembangan, 9 September, 2004

9. Narimah Ismail, Musa Abu Hassan, **Jusang Bolong** dan Siti Zobidah Omar. (2004). Profil Projek ICT di luar Bandar. Kertas kerja dibentangkan di Seminar Projek ICT dan pembentukan K-Masyarakat, Pusat Pendidikan Luar, Universiti Putra Malaysia, 6 April, 2004

10. Siti Zobidah Omar, Musa Abu Hassan, Narimah Ismail dan **Jusang Bolong**. (2004). Faktor-faktor kejayaan dan kegagalan projek ICT di luar bandar. Kertas kerja dibentangkan di Seminar Projek ICT dan pembentukan K-Masyarakat, Pusat Pendidikan Luar, Universiti Putra Malaysia, 6 April, 2004

11. Musa Abu Hassan, Narimah Ismail, Siti Zobidah Omar dan **Jusang Bolong**. (2004). Kesan terhadap peserta yang mengikuti projek ICT di luar bandar. Kertas kerja dibentangkan di Seminar Projek ICT dan pembentukan K-Masyarakat, Pusat Pendidikan Luar, Universiti Putra Malaysia, 6 April, 2004

12. **Jusang B. Bolong** (2003). Novel "Buruk" dari perspektif komunikasi. Kertas kerja dibentangkan di Diskusi Buku. Universiti Putra Malaysia, Serdang Selangor. 22 Februari

13. Narimah Ismail & **Jusang Bolong**. (2001). Kecemerlangan Menulis dalam Bahasa Melayu: Di Tahap Manakah Pelajar Bacelor FBMK. Kertas kerja dibentangkan di Persidangan Serantau Bahasa, Sastera dan Budaya Melayu. Universiti Putra Malaysia, Serdang, Selangor. 22-23 Oktober.

14. **Jusang Bolong**, Saodah Wok, Ezhar Tamam dan Naim Hj. Ahmad (2000). Perubahan Kognitif dan Tingkat Interaksi Penonton Drama Melayu: Analisis Drama Jutawan Segera. Dalam Latiffah Pawanteh dan Mazni Buyong (Ed.) Pasca Sidang Seminar Penyelidikan Komunikasi: Imbasan silam, realiti kini dan masa muka. Bangi: Universiti Kebangsaan Malaysia

15. Musa Abu Hassan, Md. Salleh Hj. Hassan, Narimah Ismail, Abd. Mua'ti @Zamri Ahmad, Ishak Abdul Hamid, dan **Jusang Bolong**. (2000). Kedapatan dan kecapaian IT di kalangan ahli masyarakat. Kertas Kerja dibentang di Seminar Memasyarakatkan ICT, Jabatan Komunikasi, Universiti Putra Malaysia, Serdang, Selangor DE

16. **Jusang Bolong** (1999). Perubahan Kognitif dan Tingkat Interaksi Penonton Drama Melayu: Analisis Drama Jutawan Segera. Kertas Kerja dibentangkan di Seminar Komunikasi 6, Jabatan Komunikasi, Universiti Kebangsaan Malaysia, Bangi, Selangor DE

## SUMMARY OF CONFERENCE PRESENTATIONS

| | |
|---|---|
| International conferences | 32 |
| National conferences | 16 |
| Total Number of Papers Presented | 48 |

# VII
# SUPERVISION

UNDERGRADUATE SUPERVISION

POSTGRADUATE SUPERVISION

Supervisor (Current student)

Supervisor (Graduated student)

**Summary of Supervisory Activities**

# SUPERVISION

## UNDERGRADUATE SUPERVISION (81)
Final Year Project (By Research)

| No. | Year | Programme (Bachelor .of Communication) | Category | Matric No. | Name |
|-----|------|----------------------------------------|----------|-----------|------|
| 1 | 2020 | Human Communication | Supervisor | 193718 | Farah Nazira Ramli |
| 2 | 2020 | Human Communication | Supervisor | 192721 | Mozain Abbas |
| 3 | 2020 | Human Communication | Supervisor | 192906 | Amirul Hakim Johari |
| 4 | 2020 | Human Communication | Supervisor | 187616 | Nur Iedayu Zainal Asri |
| 5 | 2020 | Human Communication | Supervisor | 187336 | Mohd. Azam Masri |
| 6 | 2020 | Human Communication | Supervisor | 182958 | Nurul Safiqah Isa |
| 7 | 2020 | Human Communication | Supervisor | 182416 | Kogilan A/L Muthu |
| 8 | 2019 | Human Communication | Supervisor | 190571 | Siti Nur Shahira Mohd. Sanap |
| 9 | 2019 | Human Communication | Supervisor | 187381 | Abdul Waffy Ubaidillah Kasim |
| 10 | 2019 | Human Communication | Supervisor | 188592 | Nurul Shafizan Amran |
| 11 | 2018 | Human Communication | Supervisor | 184084 | Mohd. Hazman Haris Fadzilah |
| 12 | 2018 | Human Communication | Supervisor | 184614 | Mohammad Amin Azman |
| 13 | 2018 | Human Communication | Supervisor | 184658 | Nur Farahani Seminin |
| 14 | 2017 | Human Communication | Supervisor | 177716 | Noor Suriati Salleh |
| 15 | 2017 | Human Communication | Supervisor | 177400 | Noraina Tinggal |
| 16 | 2017 | Human Communication | Supervisor | 178922 | Annur Hidayah Saidin |
| 17 | 2016 | Human Communication | Supervisor | 176682 | Syafinaz Bahrudin |

| 18 | 2016 | Human Communication | Supervisor | 176773 | Mohammad Izzat Husri Omardin |
|----|------|---------------------|------------|--------|------------------------------|
| 19 | 2016 | Human Communication | Supervisor | 176186 | Sharifuddin Ismail |
| 20 | 2015 | Human Communication | Supervisor | 16325 | Tan Wang Ting |
| 21 | 2015 | Human Communication | Supervisor | 166773 | Nur Syahirah Sazuki |
| 22 | 2014 | Human Communication | Supervisor | 161298 | Koh Siaw Yoke |
| 23 | 2014 | Human Communication | Supervisor | 165319 | Zarida Zabidi |
| 24 | 2104 | Human Communication | Supervisor | 161584 | Shamila Banu a/p Anpazharan |
| 25 | 2013 | Human Communication | Supervisor | 159794 | Ganthimathi a/p Kurasamy |
| 26 | 2013 | Human Communication | Supervisor | 157200 | Mohamad Zamzuri Zuki |
| 27 | 2012 | Human Communication | Supervisor | 151745 | Azlinyantie Rozali |
| 28 | 2012 | Human Communication | Supervisor | 153486 | Siti Ramizah Khairunnisa Mohd. Radzi |
| 29 | 2011 | Human Communication | Supervisor | 144582 | Siti Zubidah Bt Adabi |
| 30 | 2011 | Human Communication | Supervisor | 144593 | Noraishah Bt Mohd. Jamil |
| 31 | 2011 | Human Communication | Supervisor | 144577 | Nor'ain Bt Ibrahim |
| 32 | 2011 | Human Communication | Supervisor | 146921 | Naziela Bt Mohd. Nazari |
| 33 | 2009 | Human Communication | Supervisor | 137554 | Azrina Bt Jama |
| 34 | 2009 | Human Communication | Supervisor | 137438 | Naemah Bt Ramli |
| 35 | 2009 | Human Communication | Supervisor | 137510 | Intan Nazirah Bt Mohamed Kamal |
| 36 | 2009 | Human Communication | Supervisor | 137598 | Diana Mahram Bt Abdullah Zuhri |
| 37 | 2009 | Human Communication | Supervisor | 137332 | Siti Hajar Bt Ahmad |
| 38 | 2009 | Human Communication | Supervisor | 137283 | Tengku Aiman Bt Tengku Hishamuddin |
| 39 | 2009 | Human Communication | Supervisor | 137507 | Ruzanna Bt Razali |
| 40 | 2009 | Human Communication | Supervisor | 137487 | Nor Azura Bt Hadi |
| 41 | 2008 | Human | Supervisor | 133410 | Mohd Zulhafis B Zulkeply |

| | | Communication | | | |
|---|---|---|---|---|---|
| 42 | 2008 | Human Communication | Supervisor | 132601 | Suhana Bt Suhaimi |
| 43 | 2008 | Human Communication | Supervisor | 131955 | Siti Khairiyah Bt Mohamad Suliman |
| 44 | 2008 | Human Communication | Supervisor | 130969 | Prema a/p Munusamy |
| 45 | 2008 | Human Communication | Supervisor | 126543 | Suzira Bt Suhaimi |
| 46 | 2008 | Human Communication | Supervisor | 129811 | Lim  Chi Wei |
| 47 | 2008 | Human Communication | Supervisor | 130277 | Low Tiong Lim |
| 48 | 2008 | Human Communication | Supervisor | 129387 | Ng Lik Chian |
| 49 | 2007 | Human Communication | Supervisor | 125737 | Ooi Peh Nee |
| 50 | 2007 | Human Communication | Supervisor | 121969 | Tan Suai Huei |
| 51 | 2007 | Human Communication | Supervisor | 124748 | Loh Szr Mien |
| 52 | 2007 | Human Communication | Supervisor | 127886 | Harazlinda Bt Ab Lah |
| 53 | 2007 | Human Communication | Supervisor | 122463 | Suhada Bt Puteh |
| 54 | 2007 | Human Communication | Supervisor | 96606 | Nor Hasimah Bt Aziz |
| 55 | 2007 | Human Communication | Supervisor | 124900 | Gomathi a/p Sundram |
| 56 | 2007 | Human Communication | Supervisor | 117260 | Mardiah Bt Mohd Noor |
| 57 | 2007 | Human Communication | Supervisor | 126874 | Lai Thing Yee |
| 58 | 2007 | Human Communication | Supervisor | 125657 | Muhamad Asuad B Othman |
| 59 | 2007 | Human Communication | Supervisor | 130974 | Malarina a/p Govindasamy |
| 60 | 2007 | Human Communication | Supervisor | 127796 | Leow Wai Yuen |
| 61 | 2006 | Human Communication | Supervisor | 118508 | Mohd. Azam B. Zakaria |
| 62 | 2006 | Human Communication | Supervisor | 118730 | Nurshiqim Bt Abd Mujib |
| 63 | 2006 | Human Communication | Supervisor | 120253 | Intan Noorulfaizah Bt Anuar |
| 64 | 2006 | Human Communication | Supervisor | 120865 | Roseyanti Bt Ahmad Tajuddin |

| 65 | 2006 | Human Communication | Supervisor | 118453 | Siti Rokiah Bt Othman |
|----|------|---------------------|------------|--------|------------------------|
| 66 | 2006 | Human Communication | Supervisor | 118756 | Nor Roslinda Rozali |
| 67 | 2006 | Human Communication | Supervisor | 116617 | Mohamed Shahruddin B. Zainudin |
| 68 | 2006 | Human Communication | Supervisor | 118452 | Hasnah Bt Hasan |
| 69 | 2006 | Human Communication | Supervisor | 120855 | Nordiyana Bt Shahir |
| 70 | 2006 | Human Communication | Supervisor | 118469 | Noor Faezah Bt Ishasak |
| 71 | 2006 | Human Communication | Supervisor | 118507 | Mohd. Shamsul Anuar B Mohd Kamil |
| 72 | 2005 | Human Communication | Supervisor | 113004 | Sharifah Fadzlina Helmy Alhusaini |
| 73 | 2005 | Human Communication | Supervisor | 118462 | Azlinaida Bt Abdul Hamid |
| 74 | 2005 | Human Communication | Supervisor | 111692 | Siti Hajar Hj. Kahar |
| 75 | 2005 | Human Communication | Supervisor | 109875 | Phoon Jinh Onn |
| 76 | 2005 | Human Communication | Supervisor | 111328 | Nurazeny Bt Abd Rahman |
| 77 | 2005 | Human Communication | Supervisor | 111826 | Umi Nurzura Bt Jaafar |
| 78 | 2005 | Human Communication | Supervisor | 112567 | Sharumee Bt Mohamed Dee |
| 79 | 2003 | Human Communication | Supervisor | 81804 | Azima Bt Ahmad |
| 80 | 2002 | Human Communication | Supervisor | 75094 | Noraisyah Bt Hashim |
| 81 | 2001 | Human Communication | Supervisor | 73872 | Ng Mui Hua |

## POSTGRADUATE SUPERVISION

**SUPERVISOR (CURRENT STUDENT) (39)**
**Main Supervisor (Chairman) (14)**

**Co-Supervisor (25)**

| No. | Programme | Category | Matric No. | Name | Status |
|-----|-----------|----------|-----------|------|--------|
| 1 | PhD | Chairman | GS29770 | Padma Priya a/p K.R.Pillai | Thesis Submitted |
| 2 | PhD | Chairman | GS35793 | Sri Azra binti Attan | Complete |
| 3 | PhD | Chairman | GS41321 | Loh Yit Phing | Continue |
| 4 | PhD | Chairman | GS40268 | Tilagavati a/p Subramaniam | Continue |
| 5 | PhD | Chairman | GS42589 | Khairunnisa binti Mohamed Hussan | Continue |
| 6 | PhD | Chairman | GS43083 | Latifah binti Abd Latib | Continue |
| 7 | PhD | Chairman | GS47832 | Rahmahtunnisah Sailin | Continue |
| 8 | PhD | Chairman | GS48182 | Siti Ramizah Khairunnisa binti Mohd Radzi | Continue |
| 9 | PhD | Chairman | GS49503 | Hamizah binti Sahharon | Continue |
| 10 | PhD | Chairman | GS49979 | Alya binti Ahmad | Continue |
| 11 | PhD | Chairman | GS53092 | Saidatun Najmiah binti Mohd Jamil | Continue |
| 12 | PhD | Chairman | GS53604 | Zhang Pei | Continue |
| 13 | PhD | Chairman | GS54259 | Sarah Low May Poh | Continue |
| 14 | PhD | Member | GS31934 | Natcha Leevisitpattana | Probation |
| 15 | PhD | Member | GS41420 | Norhaliza binti Harun | Continue |
| 16 | PhD | Member | GS44075 | Raja Iskandar Shazrim Shah bin Raja Shahriman | Defer |
| 17 | PhD | Member | GS44478 | Nuzatul Shima binti Sulaiman | Defer |
| 18 | PhD | Member | GS45545 | Siti Aisyah bt Ramli | Defer |
| 19 | PhD | Member | GS45402 | Rajamanal a/p Letchumannan | Continue |
| 20 | PhD | Member | GS47277 | Andi Nursyuhada binti Abdul Kadir | Continue |
| 21 | PhD | Member | GS47587 | Jarfrulhizam bin Jaafar | Continue |
| 22 | PhD | Member | GS48034 | Raidah binti Mazuki | Continue |
| 23 | PhD | Member | GS48035 | Miharaini binti Md Ghani | Continue |
| 24 | PhD | Member | GS48640 | Syafila binti Kamarudin | Thesis Submitted |
| 25 | PhD | Member | GS50326 | Nurhikma binti Mat Yusof | Continue |
| 26 | PhD | Member | GS50812 | Mohd Firuz bin Mohd Anwar | Continue |
| 27 | PhD | Member | GS51051 | Nadia Hani binti Jahaya | Continue |
| 28 | PhD | Member | GS51853 | Farnaz Jalilvand | Continue |
| 29 | PhD | Member | GS49601 | Che Nur Amalina S. binti Che Zainal | Continue |
| 30 | PhD | Member | GS52848 | Faridah Hanem binti Ab Rashid | Continue |
| 31 | PhD | Member | GS53435 | Masliza binti Che Omar | Continue |

| 32 | PhD | Member | GS54027 | Eric Cheah | Continue |
|---|---|---|---|---|---|
| 33 | PhD | Member | GS54782 | Faisal bin Ibrahim | Continue |
| 34 | PhD | Member | GS54989 | Tang Lian | Continue |
| 35 | PhD | Member | GS56725 | Mariah binti M. Johari | Continue |
| 36 | Master | Chairman | GS55777 | Farah Nadhira binti Zairi | Continue |
| 37 | Master | Chairman | GS55945 | Mohd Khairul Firdaus bin Mohd Khalid | Continue |
| 38 | Master | Member | GS47926 | Hosseinioun Asiehsadat | Thesis Submitted |
| 39 | Master | Member | GS48367 | Nursyuhada binti Suaimi | Defer |
| 40 | Master | Member | GS48362 | Nurul Fadilah Azwanie binti Afendi | Defer |
| 41 | Master | Member | GS53500 | Krishnapriyaa a/p Kovalan | Continue |
| 42 | Master | Member | GS54098 | Mohammad Farhan bin Masiran | Defer |
| 43 | Master | Member | GS54710 | Nadiah binti Rozlan | Defer |
| 44 | Master | Member | GS55945 | Mohd Khairul Firdaus bin Mohd Khalid | Continue |

## SUPERVISOR (GRADUATED STUDENT) (70)
## Main Supervisor (Chairman) (19)
## Co-Supervisor (51)

| No. | Programme | Category | Matric No. | Name | Senate Date |
|---|---|---|---|---|---|
| 1 | Master | Member | GS47319 | Cheah Kah Ling | 11/06/2020 |
| 2 | PhD | Member | GS27464 | Khairulhilmi bin A Manap | 12/03/2020 |
| 3 | Master | Chairman | GS29464 | Nur Ruqaiyah binti Abdul Rahman | 29/10/2019 |
| 4 | Master | Member | GS47317 | Mariah binti M. Johari | 08/08/2019 |
| 5 | Master | Member | GS48994 | Wulandari Happy | 08/08/2019 |
| 6 | Master | Member | GS48412 | Wan Noor Farah binti Wan Shamsuddin | 07/02/2019 |
| 7 | PhD | Member | GS22605 | Rossilawaty binti Sheriff | 18/09/2018 |
| 8 | Master | Chairman | GS29880 | Aida binti Muhami | 18/09/2018 |
| 9 | Master | Member | GS24948 | Nor Hafis bin Haji Zakaria | 16/08/2018 |
| 10 | PhD | Member | GS39554 | Muhammad Adnan bin Pitchan | 08/02/2018 |
| 11 | PhD | Chairman | GS36440 | Mohd Syuhaidi Abu Bakar | 18/01/2018 |
| 12 | PhD | Member | GS25028 | Norzita binti Yunus | 15/12/2017 |
| 13 | PhD | Member | GS25983 | Gan Lai Kuen | 12/10/2017 |
| 14 | PhD | Chairman | GS34552 | Azriaty binti Mazlan | 12/10/2017 |
| 15 | PhD | Member | GS34151 | Siti Radhiah binti Omar | 12/10/2017 |
| 16 | PhD | Chairman | GS25094 | Siti Nur Izyandiyana binti Ab.Hadi | 10/08/2017 |
| 17 | PhD | Member | GS37494 | Samsul Farid bin Samsuddin | 13/07/2017 |
| 18 | PhD | Member | GS28708 | Zeinab Zaremohzzabieh | 08/05/2017 |
| 19 | PhD | Chairman | GS24261 | Norhayati Rafida Abdul Rahim | 20/12/2016 |
| 20 | PhD | Chairman | GS28801 | Mohd Radzi bin Abd Hamid | 20/12/2016 |

| 21 | Master | Chairman | GS33634 | Siti Ramizah Khairunnisa binti Mohd Radzi | 20/12/2016 |
|----|--------|----------|---------|---------------------------------------------|------------|
| 22 | PhD | Member | GS31627 | Zainab Thamer Ahmed | 04/10/2016 |
| 23 | PhD | Member | GS22644 | Vimala Perumal | 04/10/2016 |
| 24 | PhD | Member | GS30845 | Jatuporn Khongtong | 21/07/2016 |
| 25 | PhD | Chairman | GS21508 | Abdul Rauf Hj Ridzuan | 09/06/2016 |
| 26 | Master | Chairman | GS37728 | Hamizah binti Sahharon | 09/06/2016 |
| 27 | PhD | Member | GS29961 | Elaheh Taheri Abkooh | 12/05/2016 |
| 28 | PhD | Member | GS27270 | Ribka Alan | 14/04/2016 |
| 29 | Master | Member | GS27962 | Githa Devi d/o Sasitharan | 10/03/2016 |
| 30 | PhD | Member | GS31250 | Seyedeh Somayyeh Naeemi | 14/01/2016 |
| 31 | PhD | Member | GS24111 | Muhamad Fazil bin Ahmad | 14/01/2016 |
| 32 | PhD | Member | GS26664 | Somayeh Mortazavi Ganji Ketab | 08/10/2015 |
| 33 | PhD | Member | GS34511 | Shadi Khojastehrad | 10/09/2015 |
| 34 | PhD | Member | GS31727 | Misha Teimouri | 10/09/2015 |
| 35 | PhD | Member | GS30256 | Azlina binti Daud | 10/09/2015 |
| 36 | Master | Member | GS28649 | Azhani binti Ali | 10/09/2015 |
| 37 | PhD | Chairman | GS29500 | Ahlam binti Abdul Aziz | 13/08/2015 |
| 38 | PhD | Member | GS27935 | Davood Mehrabi | 13/08/2015 |
| 39 | Master | Member | GS30219 | Noor Hazwany binti Haji Arifin | 09/07/2015 |
| 40 | Master | Chairman | GS29547 | Saheera binti Sardar Mohamed | 12/02/2015 |
| 41 | PhD | Member | GS34577 | Muhammad Alif Redzuan bin Abdullah | 09/10/2014 |
| 42 | Master | Member | GS23737 | Mona Alkauthar bt Ahmad | 09/10/2014 |
| 43 | Master | Member | GS30218 | Siti Zanariah binti Yusoff | 14/08/2014 |
| 44 | Master | Member | GS28824 | Abdul Razaque Chhachhar | 16/06/2014 |
| 45 | Master | Member | GS25218 | Nazzil Saifuddin bin Abd. Rahim | 09/01/2014 |
| 46 | PhD | Member | GS19038 | Ishak bin Ismail | 27/09/2013 |
| 47 | PhD | Member | GS21706 | Zulida binti Abdul Kadir | 27/09/2013 |
| 48 | PhD | Member | GS22200 | Nafise Esmael Motlagh | 12/09/2013 |
| 49 | PhD | Member | GS23185 | Tan Awang Besar | 12/09/2013 |
| 50 | Master | Member | GS22570 | Sharifah Sofiah bt Syed Zainudin | 11/04/2013 |
| 51 | PhD | Member | GS23452 | Abbas Naseri Taheri | 14/03/2013 |
| 52 | PhD | Member | GS20991 | Salmah Jan bt Noor Muhammad | 10/01/2013 |
| 53 | PhD | Member | GS21792 | Akmar Hayati binti Ahmad Ghazali | 13/12/2012 |
| 54 | Master | Chairman | GS19154 | Norliana Ali Haidzir | 09/08/2012 |
| 55 | PhD | Member | GS17689 | Mohd Sobhi bin Ishak | 19/03/2012 |
| 56 | Master | Chairman | GS20607 | Sri Azra binti Attan | 21/02/2012 |
| 57 | Master | Member | GS24315 | Cheah Fee Lian | 21/02/2012 |
| 58 | PhD | Member | GS23021 | Ali Ziyaeemehr | 10/11/2011 |
| 59 | PhD | Chairman | GS17005 | Haniff bin Hassan | 12/08/2011 |

| 60 | Master | Member | GS22768 | Pegah Omidvar | 14/07/2011 |
|---|---|---|---|---|---|
| 61 | Master | Member | GS17101 | I Satkunavathi a/p S Iswarapatham | 12/08/2010 |
| 62 | PhD | Member | GS17187 | Abbas Ghanbari Baghestan | 11/02/2010 |
| 63 | Master | Member | GS18370 | Narges Bani Najarian | 11/09/2009 |
| 64 | Master | Member | GS17037 | Masoumeh Saatsaz | 08/06/2009 |
| 65 | Master | Member | GS15316 | Aziyah binti Abu Bakar | 19/12/2008 |

## SUMMARY OF SUPERVISORY ACTIVITIES

| Category | SUPERVISOR POSTGRADUATE | | | | | | *ADVISOR | | |
|---|---|---|---|---|---|---|---|---|---|
| | Current Student | | | Graduate | | | Current Student | | |
| | PhD | Master | Total | PhD | Master | Total | PhD | Master | Total |
| Chaiman | 13 | 1 | **14** | 13 | 7 | **20** | 0 | 0 | 0 |
| Member | 21 | 4 | **25** | 32 | 19 | **51** | | | |
| Total | **34** | **5** | 39 | **44** | **26** | 71 | | | |

# VIII
# THESIS
# EXAMINATIONS

INTERNAL EXAMINER (CURRENT STUDENT)

INTERNAL EXAMINER (GRADUATED STUDENT)

**Summary as Internal Examiner**

EXTERNAL EXAMINER (GRADUATED STUDENT)

**Summary as External Examiner**

# THESIS EXAMINATIONS

## INTERNAL EXAMINER (CURRENT STUDENT) (4)

| No. | Programme | Category | Matric No. | Name | Status |
|-----|-----------|----------|-----------|------|--------|
| 1 | PhD | Member | GS27789 | Khairul Nizam bin Samsudin | Complete |
| 2 | PhD | Member | GS40907 | Nor Sabila binti Ramli | Complete |
| 3 | PhD | Member | GS34539 | Jafar Khoshrouzadeh | Complete |
| 4 | PhD | Member | GS44984 | Fatima Syeda Hilal | Complete |

## INTERNAL EXAMINER (GRADUATED STUDENT) (42)

| No. | Programme | Category | Matric No. | Name | Senate Date |
|-----|-----------|----------|-----------|------|-------------|
| 1 | PhD | Member | GS34301 | Dil Froz Jan binti Sayed Halem Shah | 16/07/2020 |
| 2 | PhD | Member | GS39970 | Jnaidi Saed Maher Adeeb | 09/04/2020 |
| 3 | PhD | Member | GS44529 | Jamali bin Samsuddin | 12/03/2020 |
| 4 | PhD | Member | GS31094 | Sazrinee bte Zainal Abidin | 29/10/2019 |
| 5 | PhD | Member | GS44983 | Anumudu Chinedu Eugenia | 29/10/2019 |
| 6 | PhD | Member | GS42685 | Mumtaz Aini Alivi | 08/08/2019 |
| 7 | PhD | Member | GS44883 | Ades, Andaleeb Sadi R | 08/08/2019 |
| 8 | PhD | Member | GS42293 | Mohd Haizra Hashim | 08/07/2019 |
| 9 | PhD | Member | GS45054 | Hamid Adamu Muhammad | 13/12/2018 |
| 10 | PhD | Member | GS42086 | Zahriah binti Hussin | 04/10/2018 |
| 11 | PhD | Member | GS45136 | Muhammad Salisu Khalil | 04/10/2018 |
| 12 | PhD | Member | GS39485 | Muhammad Ali | 17/05/2018 |
| 13 | PhD | Member | GS37638 | Muhamad Shamsul bin Ibrahim | 12/04/2018 |
| 14 | Master | Member | GS38188 | Lee Weng Chuan | 08/03/2018 |
| 15 | Master | Member | GS41463 | Yokananthini a/p Murugeesan | 18/01/2018 |
| 16 | PhD | Member | GS38460 | Fauziah Hassan | 08/06/2017 |
| 17 | PhD | Member | GS34973 | Saeideh Sharifi Fard | 03/04/2017 |
| 18 | Master | Member | GS39441 | Arvin Lawrence Lampakas | 03/04/2017 |
| 19 | Master | Member | GS38223 | Syafila binti Kamarudin | 04/10/2016 |
| 20 | PhD | Member | GS38395 | Madiha Ahmed Hashmi | 04/10/2016 |
| 21 | Master | Member | GS25318 | Maizulina binti Zulkeply | 18/08/2016 |

| 22 | Master | Member | GS37369 | Mohd Ziyad Afiq bin Mohd Zaharim | 14/04/2016 |
|----|--------|--------|---------|----------------------------------|------------|
| 23 | Master | Member | GS34859 | Wong Shin Yee | 11/02/2016 |
| 24 | Master | Member | GS30791 | Yee Sow Kee | 12/11/2015 |
| 25 | PhD | Member | GS24820 | Eizan Azira binti Mat Sharif | 12/11/2015 |
| 26 | PhD | Member | GS15868 | Wan Idros Wan Sulaiman | 08/10/2015 |
| 27 | PhD | Member | GS24737 | Ashrafsadat Ahadzadeh | 19/01/2015 |
| 28 | Master | Member | GS27286 | Daniel Kamal bin Mustafa Kamal | 09/10/2014 |
| 29 | Master | Member | GS22634 | Juliana binti Manan | 12/09/2013 |
| 30 | Master | Member | GS21743 | Daing Diana binti Maarof | 11/04/2013 |
| 31 | Master | Member | GS24218 | Ahmad Syahrul Haniff bin Mohd Rawi | 14/03/2013 |
| 32 | Master | Member | GS21531 | Suhaila binti Ngadiron | 14/02/2013 |
| 33 | Master | Member | GS20609 | Harlina bt Mohd | 13/12/2012 |
| 34 | Master | Member | GS16754 | Annur Saraswati Desch | 22/11/2012 |
| 35 | Master | Member | GS20817 | Siti Syamsiddar binti Bagimin | 12/07/2012 |
| 36 | Master | Member | GS20186 | Kunnasunthary a/p Ramachandran | 14/07/2011 |
| 37 | Master | Member | GS22679 | Raheleh Sadeghzadehmilani | 10/02/2011 |
| 38 | Master | Member | GS18989 | Ladan Karimi | 10/06/2010 |
| 39 | PhD | Member | GS17187 | Abbas Ghanbari Baghestan | 11/02/2010 |
| 40 | Master | Chairman | GS17270 | Somayeh Mortazavi Ganji Ketab | 10/12/2009 |
| 41 | Master | Member | GS13666 | Yong Kun Hing | 14/05/2009 |
| 42 | Master | Member | GS11066 | Suzila bt Mat Salleh | 12/06/2008 |

# SUMMARY AS INTERNAL EXAMINER

| Category | INTERNAL EXAMINER | | | | | |
|----------|-----|--------|-------|-----|--------|-------|
| | Current Student | | | Graduate | | |
| | PhD | Master | Total | PhD | Master | Total |
| Chaiman | 0 | 0 | **0** | 0 | 1 | **1** |
| Member | 3 | 0 | **3** | 26 | 21 | **47** |
| Total | **3** | **0** | **3** | **26** | **22** | **48** |

**EXTERNAL EXAMINER (GRADUATED STUDENT) (11)**

| No. | Name | Programme | Intituition | Year |
|-----|------|-----------|-------------|------|
| 1 | Mohamed Mahir Tahrir Salih (153915722) | PhD Communication | Infrasucture University Kuala Lumpur | 2021 |
| 2 | Rafidahtul Abdul Rahim (902707) | PhD Communication | Universiti Utara Malaysia | 2021 |
| 3 | Azahar Kasim | PhD Communication | Universiti Malaysia Kelantan | 2021 |
| 4 | Nor Hafizah Abdullah(SL3139) | PhD Communication | Universiti Sultan Zainal Abidin | 2021 |
| 5 | Jamilah Maliki (P77387) | PhD Communication | Universiti Kebangsaan Malaysia | 2020 |
| 6 | Ibraheim Mohammed Habes Ahammed (S12005) | PhD Communication | Universiti Sultan Zainal Abidin | 2019 |
| 7 | Mohd. Sufiean Hassan (P77624) | PhD Communication | Universiti Kebangsaan Malaysia | 2019 |
| 8 | Ahmed Salmen Salem Mansor (C15E017F) | PhD Communication | Universiti Malaysia Kelantan | 2019 |
| 9 | Azwarni Herni Che Noh | Master Communication | Universiti Malaysia Kelantan | 2018 |
| 10 | Ma Ting (900748) | PhD Communication | Universiti Utara Malaysia | 2018 |
| 11 | Revathy A/P Amadera Limgam (96126) | PhD Communication | Universiti Utara Malaysia | 2018 |
| 12 | Nurul Husna Mohamad (819135) | Master Communication | Universiti Utara Malaysia | 2017 |

| 13 | Soon L. Lee | PhD Communication | Monash University, Australia | 2016 |
|----|-------------|-------------------|-----------------------------|------|
| 14 | Hardip Singh Rekhraj (0315169) | Master Communication | Taylors' University | 2015 |
| 15 | Oshinowo Yetunde Adejoke (815222) | Master Communication | Universiti Utara Malaysia | 2015 |

# SUMMARY AS EXTERNAL EXAMINER

| Category | EXTERNAL EXAMINER | | |
|----------|-----|--------|-------|
| | Graduate | | |
| | PhD | Master | Total |
| International | 1 | 0 | 1 |
| National | 11 | 4 | 15 |
| Total | 12 | 4 | 11 |

# IX
# PROFESSIONAL EXTENSION ACTIVITIES

**PROFESSIONAL EXTENSION ACTIVITIES**
> Expert Reference
> Consultation Activities
> Committee Member
> External Recognation
> Selected Student Development Activities
> Affiliation and Societies Contribution

> **Summary of Professional Extension Activities**

# PROFESSIONAL EXTENSION ACTIVITIES

**EXPERT REFERENCE (22)**

| No. | Title | Position | Sponsor | Date Start |
|-----|-------|----------|---------|------------|
| 1 | Penyelidikan Sains Sosial: Aplikasi Teori dan Metodologi | Expert Reference (Book Reviewer) | Universiti Malaya | 25/1/2018 |
| 2 | Global Media Representation on Islam and Muslim Issues. | Expert Reference (Book Reviewer) | Dewan Bahasa dan Pustaka | 6/2/ 2018 |
| 3 | Penal Anugerah MAPIM-KPT | Expert Reference (Book Reviewer) | Dewan Bahasa dan Pustaka | 06/02/2018 |
| 4 | Penal Instrument Evaluation | Subject Matter Expert | Universiti Malaysia Sabah | 08/05/2017 |
| 5 | Pertandingan Penulisan Esei dan Sajak | Panel Expert (Jury) | Universiti Putra Malaysia | 18/05/2017 |
| 6 | Penal Pakar Kesan Bahasa dan Pakar Penilai e-Smart | Subject Matter Expert | Universiti Kebangsaan Malaysia | 18/04/2016 |
| 7 | Syarahan Penyelidikan Perindustrian | Subject Matter Expert | Fakulti Rekabentuk dan seni bina | 20/10/2016 |
| 8 | Syarahan Penyelidikan Perindustrian | Subject Matter Expert | Fakulti Rekabentuk dan Seni Bina | 20/10/2015 |
| 9 | Tenaga Pengajar Sambilan (TPS) | Subject Matter Expert | Universiti Sains Islam Malaysia | 07/09/2015 |
| 10 | Syarahan Penyelidikan Perindustrian | Subject Matter Expert | Fakulti Rekabentuk dan Seni Bina | 18/09/2014 |
| 11 | Pengajar Kursus Kaedah Penyelidikan | Subject Matter Expert | Universiti Utara Malaysia | 25/01/2014 |

| 12 | Syarahan Penyelidikan Perindustrian | Subject Matter Expert | Fakulti Rekabentuk dan Seni Bina | 19/09/2013 |
|---|---|---|---|---|
| 13 | Kolokium Penyelidikan Pra-Universiti | Subject Matter Expert (Society Networking) | Sekolah Menengah Puchong | 24/07/2012 |
| 14 | Applying SPSS in Academic Research Workshop | Subject Matter Expert | Universiti Kuala Lumpur - British Malaysian Institute | 04/10/2011 |
| 15 | Kursus Kedah Penyelidikan Perindustrian | Subject Matter Expert | Fakulti Reka Bentuk dan Seni Bina | 22/09/2011 |
| 16 | Reviewer manuscript for Pertanika JSSH | Expert Reference (Article Reviewer) | Research Management Centre (RMC) | 2010 |
| 17 | Penceramah/Instruktor Bengkel Statistical Package for Social Science (SPSS) | Subject Matter Expert | Fakulti Bahasa Moden dan Komunikasi | 2010 |
| 18 | Speaker at Forum on "Mass Media Towards 1Malaysia" | Subject Matter Expert (Industrial Networking) | Kementerian Penerangan, Komunkasi dan Kebudayaan Malaysia | 2010 |
| 19 | Penilai Persembahan Individu 1 (Pengucapan Awam) PTK | Subject Matter Expert | Kursus Penilaian Tahap Kecekapan (PTK) Tahap 3 | 2010 |
| 20 | Kursus Kaedah Penyelidikan Industri | Subject Matter Expert | Fakulti Rekabentuk dan Senibina | 14/07/2009 |
| 21 | Bengkel Pengurusan Mesyuarat dan Penulisan Minit Mesyuarat | Subject Matter Expert | Fakulti Sains dan Teknologi Makanan | 06/03/2008 |
| 22 | Kursus Komunikasi Interpersonal Berkesan dalam Organisasi | Subject Matter Expert | Pusat Pengembangan, Keusahawanan dan Pemajuan Profesional, UPM | 31/03/2008 |

## CONSULTATION ACTIVITIES (11)

| No. | Nam of Consultant(s) | Role | Sponsor | Date/Year Start |
|---|---|---|---|---|
| 1 | Modul Komunikasi Kompeten Anggota Kementerian Kesihatan Malaysia | Project Member (Industrial Networking) | Kementerian Kesihatan Malaysia | 06/07/2017 |
| 2 | Panel Bidang Penyelidikan Bahasa DBP | Project Member (Industrial Networking) | Dewan Bahasa dan Pustaka, Kuala Lumpur | 01/01/2016 |
| 3 | Panel Hadiah Sastera Sabah | Panel Expert (Jury) | Dewan Bahasa Cawangan Sabah | 28/01/2016 |
| 4 | Panel Pakar Bidang Komunikasi | Subject Matter Expert (Industrial Networking) | Dewan Bahasa dan Pustaka | 01/06/2015 |
| 5 | Kajian budaya layanan cemerlang | Subject Matter Expert (Industrial Networking) | Syarikat Prasarana Negara | 02/10/2012 |
| 6 | Program Kerja Kajian dan Penyelidikan Filem | Project Member (Industrial Networking) | Bahagian Kawalan Penapisan Filem dan Penguatkuasaan | 28/03/2011 |
|  | Program Komunikasi Berkesan | Speaker- Subject Matter Expert (Industrial Networking) | Jabatan Perangkaan Malaysia | 2010 |
| 7 | Program Pemantapan Penilaian dan Kajian | Subject Matter Expert (Industrial Networking) | Jabatan Penerangan Malaysia | 29/08/2008 |
| 8 | Kursus Analisis Data dan Penyelidikan | Subject Matter Expert (Industrial Networking) | WAHA Solution | 10/06/2008 |
| 9 | Kursus Metodologi Penyelidikan | Subject Matter Expert (Industrial Networking) | Kementerian Penerangan Malaysia | 14/03/2008 |
| 10 | Program Komunikasi Pengembangan | Subject Matter Expert (Society Networking) | Lembaga Kemajuan Tanah Pesekutuan (FELDA) | 21/05/2007 |
| 11 | Program Asas untuk Pembangunan Masyarakat (SDA) Wanita | Subject Matter Expert (Society Networking) | Lembaga Kemajuan Tanah Pesekutuan (FELDA) dan Pusat Interim Pengembangan | 13/02/2007 |

## COMITEE MEMBER (23)

| No. | /Name of Committee | Type | Description/Location | Year Started |
|---|---|---|---|---|
| 1 | Jawatankuasa Pengajian Program Ijazah Doktor Falsafah (Komunikasi) Universiti Pendidikan Sultan Idris | Committee Membership (Academic) | Menyemak cadangan mewujudkan program baharu. | 2021 |
| 2 | Jawatankuasa Penilian Permohonan Geran Penyelidikan Peringkat Universiti | Committee Membership | Menyemak dan menilai proposal penyelidikan RMC, UPM | 2019 |
| 3 | Jawatankuasa Dasar Pemisah UPM 2018/2019 | Committee Membership (Pegawai Penilaian Prestasi Khas (PPK 2)) | Menilai Prestasi Kerja Staf | 2019 |
| 4 | Jawatan Kuasa Utili Fakulti | Committee Membership | Mengendalikan urus tadbir utiliti fakulti | 2018 |
| 5 | Jawatan Kuasa Evolusi Bahasa | Committee Membership | Ahli Jawatankuasa | 2018 |
| 6 | 11th Biennial Convention of Pacific and Asian Communication Association (PACA 2016) | Conference Committee | Universiti Putra Malaysia | 2016 |
| 7 | Komiti Penyeliaan Pelajar PhD | Committee Membership | Menyelia pelajar Phd | 2016 |
| 8 | Komiti Penyeliaan Pelajar PhD | Committee Membership | Menyelia pelajar Phd | 2016 |
| 9 | Komiti Penyeliaan Pelajar Master | Committee Membership | Menyelia pelajar Master | 2014 |
| 10 | Komiti Penyeliaan Pelajar PhD | Committee Membership | Menyelia tesis pelajar PhD | 2014 |
| 11 | Komiti Penyeliaan Pelajar Master | Committee Membership | Menyelia tesis pelajar Master | 2014 |
| 12 | Komiti Penyeliaan Pelajar Phd | Committee Membership | Menyelia tesis pelajar phd | 2011 |

| 13 | Komiti Penyeliaan Tesis PhD | Committee Membership | Menyelia penyelidikan pelajar | 2011 |
|----|-----------------------------|----------------------|-------------------------------|------|
| 14 | Komiti Penyeliaan Pelajar Phd | Committee Membership | Menyelia tesis phd pelajar | 2011 |
| 15 | Komiti Penyeliaan tesis Phd | Committee Membership | menyelia penyelidikan pelajar | 2011 |
| 16 | Malam Puisi Riong Berita Harian-UPM, DBP 2010 | Conference Committee | Ahli Jawatan Kuasa (Baca Puisi) | 2010 |
| 17 | Jawatankuasa Pertandingan Manifestasi Teater Inter PTJ UPM 2010 | Committee Membership | Pengarah Teater PTJ FBMK | 2010 |
| 18 | Grounded Theory Workshop | Conference Committee | Fakulti Bahasa Moden dan Komunikasi | 2009 |
| 19 | Jawatankuasa Penyeleras Unit Penerbitan dan Perhubungan (UPP), FBMK | Committee Membership | Fakulti Bahasa Moden dan Komunikasi | 1 Jun 2004 – 1 Jun 2005 |
| 20 | Jawatankuasa Kecil Seni dan Budaya, Sempena 10 Tahun FBMK, UPM. | Committee Membership | Fakulti Bahasa Moden dan Komunikasi | 2005 |
| 21 | Jawatankuasa Kecil Promosi Program Bacelor, Sempena 10 Tahun FBMK, UPM | Committee Membership | Fakulti Bahasa Moden dan Komunikasi | 2005 |
| 22 | Jawatankuasa Kecil Kewangan, Konferens Antarabangsa Komunikasi dan Pelancongan, UPM | Committee Membership | Fakulti Bahasa Moden dan Komunikasi | 2005 |
| 23 | Jawatan Kuasa Penerbitan dan Percetakan, Seminar Memasyarakatkan ICT, Jabatan Komunikasi, FBMK, UPM | Committee Membership | Fakulti Bahasa Moden dan Komunikasi | 2000 |

**EXTERNAL RECOGNITION (8)**

| No. | Academic Program | Type | /Organization/Institution/Company | Year Started |
|---|---|---|---|---|
| 1 | Kenaikan Pangkat Ke Jawatan Prof. Madya (DS54) | External Evaluator/ Assesor | Universiti Teknologi MARA (UiTM) | 2021 |
| 2 | Diploma in Mass Communication | External Examiner | Manipal International University | 2019-2021 |
| 3 | e –Journal of Media & Society (e-joms) | Editorial Board | Universiti Teknologi Mara | 2019-now |
| 4 | Program Bacelor Komunikasi Mass Communication | Examination Moderator | Manipal International University | 2019-now |
| 5 | Kenaikan Pangkat Ke Jawatan Prof. Madya (DS54) | External Evaluator/ Assesor | Universiti Sultan Zainal Abidin, Terengganu | 2019-now |
| 6 | Program Ijazah Sarjana Muda Al-Quran dan Al-Sunnah | Academic Program Evaluation | Kolej Universiti Islam Antarabangsa | 2018 |
| 7 | Program Kolokium Geran Penyelidikan UPNM 2018 | Academic Program Evaluation | Universiti Pertahanan Nasional Malaysia | 2018 |
| 8 | Kenaikan Pangkat Pensyarah Universiti Pertahanan Nasional Malaysia (Prof. Madya DS 54) | External Evaluator/ Assesor | Universiti Pertahanan Nasional Malaysia | 2017 |

## SELECTED STUDENT DEVELOPMENT ACTIVITIES (15)

| No. | Activities | Type | Organization/Institution/Company/Name of Student Club | Year Started |
|---|---|---|---|---|
| 1 | Penasihatan akademik | Academic Advisor | Fakulti Bahasa Moden dan Komunikasi, Universiti Putra Malaysia | 2019 |
| 2 | Episodic Carnival Programme | Student Activity | Fakulti Bahasa Moden dan Komunikasi | 2015 |
| 3 | Penasihatan akademik | Academic Advisor | Universiti Putra Malaysia | 2014 |
| 4 | Forum Bersama Editor dan Penulis | Student Activity | Fakulti Bahasa Moden dan Komunikasi | 2014 |
| 5 | Program Al-Usbu' Al-Arabia | Student Activity | Kelab Debat Bahasa Arab | 2014 |
| 6 | Penyeliaan Projek Ilmiah Tahun Akhir | Academic Advisor | Universiti Putra malaysia | 2011 |
| 7 | Pertandingan Debat Kemerdekaan Inter-Kolej (PENDEKAR). Kali Ke-4 | Student Activity (Jury) | Majlis Tertinggi Mahasiswa Kolej Ke Enam, Universiti Putra Malaysia | 2009 |
| 8 | Pertandingan Akhir Fiesta Warisan Pantun Tiga Penjuru (FIRUS VI) | Student Activity | Bahagian Hal Ehwal Pelajar | 2008 |
| 9 | Pertandingan Fiesta Warisan Pantun Tiga Penjuru V (Firu's V). | Student Activity (Jury) | Majlis Tertinggi Mahasiswa Kolej Canselor, Universiti Putra Malaysia | 10/1/2006 |
| 10 | Fiesta Warisan Pantun Tiga Penjuru IV (Firu's IV) Sesi 2005/2006 | Student Activity (Jury) | Biro Kesenian dan Kebudayaan MTM Kolej Canselor | 8/1/2006 |
| 11 | Program Latihan Praktik dalam Kampus | Student Activity (Guest Speaker) | Unit Pendidikan Luar dan Latihan Industri, Fakulti Ekologi Manusia, Universiti Putra Malaysia | 5/12/2005 |
| 12 | Gerakan Menghadapi Peperiksaan Akhir (GEMPAR SIRI 1) | Student Activity (Guest | Kelab Rakan Siswa, Unit Bimbingan & Kaunseling, Universiti | 5/9/2004 |

| | | Speaker) | Putra Malaysia | |
|---|---|---|---|---|
| 13 | Kursus Kepimpinan Canselor Ke 17 | Student Activity (Guest Speaker) | Majlis Tertinggi Mahasiswa Kolej Canselor, Universiti Putra Malaysia | 8 – 14 Ogos 2004 |
| 14 | Pertandingan Fiesta Warisan Pantun Kemerdekaan Tiga Penjuru III (Firu's III). | Student Activity (Jury) | Majlis Tertinggi Mahasiswa Kolej Canselor, Universiti Putra Malaysia | 22 Ogos 2004 |
| 15 | Pembudayaan Positif Kampus | Student Activity (Guest Speaker) | Kelab Rakan Siswa, UPM | 29/12/ 2002 |

## AFFILIATION AND SOCIETIES CONTRIBUTION (13)

| No. | Name of Society/Affiliation | Role | Type | Year Joined |
|---|---|---|---|---|
| 1 | Klinik Penulisan Skrip Drama TV/Radio, IPTAR, RTM dan Gabungan Penulis Tawau, Tawau | Member | Society | 1996 |
| 2 | Jawatan Kuasa Diskusi Tenggara, Badan BAHASA Tawau | Member | Society | 1988 |
| 3 | Jawatan Kuasa Minggu Penulis Remaja, Dewan Bahasa dan Pustaka Cawangan Sabah, Tawau | Member | Society | 1995 |
| 4 | Jawatan Kuasa Perkampungan Sasterawan Peringkat Negeri Sabah, Dewan Bahasa dan Pustaka Sabah. | Member | Society | 1992 |
| 5 | Persatuan Ibubapa dan Guru SMK Merotai Besar, Tawau | Bendahari Kehormat | Society | 1987 |
| 8 | Jawatan Kuasa Penginapan Minggu Teater Remaja, Kementerian Kebudayaan dan Pelancongan Negeri Sabah, Tawau. | Member | Society | 1995 |
| 9 | Badan BAHASA Tawau. | Penolong Setiausaha | Society | 1988 |
| 10 | Program Khidmat Masyarakat Kemboja, Battambang | Advisor | International Society | 2016 |
| 11 | Program Semarak Putra Ramadan | Member | Society | 2016 |

| 12 | Pusat E-Komuniti UKM | Member | Society | 2008 |
| 13 | Badan BAHASA Tawau | Timbalan Pengerusi | Society | 1989 |

(2016 appears above row 12 in the first cell)

## SUMMARY OF PROFESSIONAL EXTENSION ACTIVITIES

| ACTIVITY | Number |
|---|---|
| Expert Reference (Article Review) | 6 |
| Expert Reference (Book Review) | 3 |
| Subject Matter Expert (Academic) | 13 |
| Consultation Activities: Subject Matter Expert (Industrial Networking) | 6 |
| Cunsultation Activities: Subject Matter Expert (Society Networking) | 2 |
| Consultation Activities: Project Member (Industrial Networking) | 3 |
| Panel Expert (Jury) | 2 |
| Academic Advisory | 142 |
| External Recognition | 7 |
| Selected Student Development Activities | 15 |
| | |

# X
# ACADEMIC REFEREES

**Referees**

1.
Prof. Dr. Abdul Mua'ti @ Zamri Ahmad
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