



Dr. Siti Salbiah Norazan

019-2463020 | salbiazan@gmail.com

LinkedIn: [Dr Siti Salbiah Norazan](#)

Profile

I am a dedicated communication professional and senior lecturer, holding a PhD in Media and Information Warfare Studies with more than six years of industry experience in strategic communication, project leadership, and event management within government agencies. My career has been defined by the ability to craft and implement impactful communication strategies, strengthen stakeholder relationships, and deliver clear, persuasive messaging across diverse platforms. I have successfully managed high-profile events and initiatives, enhancing the organization's reputation and deepening community engagement. In my current academic role, I am committed to contributing to society through teaching and sharing knowledge by integrating research insights into practice.

Employment History

Universiti Putra Malaysia



Senior Lecturer at Faculty of Modern Language and Communication

Nov 2025 - Present, Serdang

About UPM

- One of Malaysia's leading Research Universities (RUs), recognised globally for excellence in teaching, research, and industry-driven innovation.
- Located in Serdang, Selangor, UPM provides a comprehensive ecosystem for academic development, community engagement, and interdisciplinary collaboration.
- Committed to nurturing future-ready graduates through student-centred learning, high-impact scholarship, and strong industry linkages.

Senior Lecturer for Undergraduate & Postgraduate for Bachelor of Communication (Hons.)

- Teaching and supervising undergraduate & postgraduate students in communication-related areas.
- Supervise final-year projects, postgraduate dissertations and research activities.
- Engage actively in **research, publications and conference presentations**, contributing to UPM's reputation as a research-intensive institution.
- Support faculty-level committees, academic administration, programme review processes, and strategic planning to strengthen academic excellence.
- Secretary of the Department (JKOM)
- Assistant Chairman for Viva Voce

University Malaya-Wales (UM-Wales)



Senior Lecturer at Faculty of Arts & Science

July 2025 - Present, Bukit Tunku

About UM-Wales

- The University of Malaya (UM) and the University of Wales, UK, have formed a collaborative partnership that blends global academic standards with local insights.
- The university is strategically located in the heart of Kuala Lumpur, providing strategic accessibility and a dynamic learning environment.
- Focuses on future-ready education, integrating theory with practical, industry-relevant experience.
- Emphasises international exposure, work-based learning, and student-centred teaching to nurture employability and innovation.

Senior Lecturer & Programme Manager for Postgraduate Master of Arts Professional Communication (ODL) & Undergraduate Bachelor Professional Communication

- Senior Lecturer & Programme Manager at UM-Wales (University of Malaya-Wales), a collaborative institution between UM and the University of Wales, UK.
- Oversee postgraduate (MA Professional Communication – ODL) and undergraduate (Bachelor of Professional Communication) programmes, ensuring curriculum quality and smooth academic operations.
- Teach and supervise in the area of strategic, organisational, and corporate communication, integrating theory with real-world practice.
- Mentor students in research, projects, and professional development to enhance critical thinking and employability skills.
- Implement effective assessment, moderation, and quality assurance processes to uphold academic standards.

Malaysian Research Accelerator for Technology and Innovation (MRANTI)



Senior Executive for Corporate Event

January 2022 - May 2025, Bukit Jalil

About MRANTI

- Malaysia Research for Technology and Innovation (MRANTI) is a government agency under the Ministry of Science, Technology and Innovation of Malaysia
- MRANTI's mandate is to accelerate the development of demand-driven technology and Innovation to address Malaysia's and global challenges

Senior Executive for Corporate Event

- Spearheaded the planning and execution of corporate events, including conferences, seminars, and meetings.
- Successfully identified and secured optimal venues considering factors such as location, capacity, and amenities.

- Managed event budgets, including cost estimation, expense tracking, and financial reporting.
- Coordinated logistics such as transportation, accommodations, catering, and audiovisual needs.
- I worked closely with marketing teams to create promotional strategies that enhanced the visibility of the event.
- Conducted post-event evaluations to measure success and identify areas for improvement.

Malaysian Global Innovation and Creativity Centre (MaGIC)



Executive for Special Projects and Executive for Social Enterprise, People & Capability Development

April 2019 - December 2021, Cyberjaya

About MaGIC

- MaGIC is an agency under the Ministry of Science, Technology, and Innovation (MOSTI) in Malaysia.
- MaGIC's mandate is to catalyse the entrepreneurial ecosystem in Malaysia and the ASEAN region by empowering entrepreneurs with the necessary skills, knowledge, and networks to grow and succeed.

Executive for Special Projects

- Led special projects from inception to completion, including strategic planning, execution, and reporting.
- I worked closely with stakeholders to guarantee the success of the project, ensuring that it aligned with the organisation's goals and objectives.
- Managed project resources, including budgets and timelines, ensuring on-time and within-budget delivery.
- Identified and mitigated risks to minimise potential impacts on project delivery.
- Maintained accurate project documentation and communicated effectively with teams and stakeholders.

Executive for Social Enterprise, People and Capability Development

- Developed and implemented strategies to support social enterprise growth and sustainability.
- I built and maintained partnerships with external organisations, government agencies, and community groups.
- Designed programmes to develop stakeholders' skills and capabilities in social enterprise activities.
- Monitored and evaluated the impact of social enterprise programmes, improving future initiatives.
- Promoted understanding and support for social enterprise initiatives both internally and externally.

Methodist Girl School (MGS)



Guru Sandaran

January 2019 – March 2019, Klang

- Taught history, mathematics and Malay to students.
- Managed classroom activities and ensured a conducive learning environment.

Nahli Islamic School



Teacher & Administrator

November 2017 – June 2018, Klang

- Taught mathematics to students.
- Managed various administrative tasks to support school operations.

Regent International School (RIS)



Malay Teacher & IGCSE Invigilator

June 2016 – June 2017, Klang

- Taught Malay to Year 7 and 8 students.
- Served as an IGCSE invigilator.
- Prepare lesson plans in line with curriculum standards.

Science of Life Study (SOLS 24/7)



Local Facilitator for Bahasa Inggeris 1 Malaysia (BI1M)

June 2017 – October 2017, Kuala Lumpur

About SOLS 24/7

- SOLS 24/7 envisions a world where low socioeconomic status individuals are able to

move out of poverty and reach stable middle-class outcomes while contributing to the nation's development.

- The mission of SOLS 24/7 revolves around creating a sustainable and scalable impact.

Local Facilitator

- Facilitated workshops, training sessions, and community events in line with organisational guidelines.
- Engage with local communities to understand needs and identify collaboration opportunities.
- Coordinated and managed various programmes, ensuring effective implementation and the achievement of objectives.
- Built partnerships with local organisations and government agencies to support programme sustainability.

Education

Universiti Teknologi Mara Shah Alam

Doctor of Philosophy (Media and Information Warfare Studies)

October 2020 – January 2025

Dissertation:

- Thesis: **The Effect of Social Media As A Mediator On Government Crisis Management and Reputation Study Towards Public Perceptions on the COVID-19 Pandemic In Malaysia**

Universiti Teknologi Mara Shah Alam

Master in Arts and Media Information Warfare

March 2019 – August 2020

- Dissertation: **The Role of Social Media towards Inter-Ethnic Relations and Unity in Malaysia**
- Project: **Combating Cyberterrorism in Malaysia Forum**

Universiti Teknologi Mara Shah Alam

Bachelor of Mass Communication (Hons) Public Relations

March 2014 – December 2018

- Dissertation: **The Perception of Entrepreneurs and Employees towards Social Networking Sites on Business Growth and Development**
- Project: **Projek Mimpi Nyata**

Universiti Teknologi Mara, Kampus Beting

Diploma in Science

June 2011 – October 2014, Negeri Sembilan

- Project: **Nurture Environmental Week (NEW)**

**List of
Publications,
Grants,
Conferences
and Others:**

Grant	2025	Development and Evaluation of Porphobilinogen Deaminase Activity Assays for Diagnosis of Acute Intermittent Porphyria (AIP) in Malaysia. Grant Amount Received: RM120,000
Journal	2025	Norazan, S.S., Saahar, S., Adnan, W.H., Othman, N.M.F., 2025. When the Sky Falls: The Media's Mediating Role in Crisis and Reputation Management of the Air India Flight 171 Tragedy. e-Bangi Journal of Social Science and Humanities 22.. https://doi.org/10.17576/ebangi.2025.2204.66
	2025	Norazan, S.S., Saahar Saabar, S., Adnan, W.H., 2025. A NARRATIVE REVIEW ON GOVERNMENT CRISES MANAGEMENT AND REPUTATION IN FACING PUBLIC PERCEPTION DURING PANDEMIC COVID-19 IN MALAYSIA. International Journal of Education, Psychology and Counseling 10, 304–323.. https://doi.org/10.35631/ijepec.1057018
	2025	Norazan, S.S., Saahar @ Saabar, S., Adnan, W.H., 2024. SOCIAL MEDIA AS MEDIATOR IN CRISIS COMMUNICATION AND REPUTATION MANAGEMENT DURING MALAYSIA'S COVID-19 PANDEMIC. Quantum Journal of Social Sciences and Humanities 5, 97–108.. https://doi.org/10.55197/qjssh.v5i5.431
	2024	Factors influencing effective communication and its impact towards Malaysian post pandemic perception: the case of Malaysian government trust / Siti Salbiah Norazan, Suhaimee Sahaar @ Saabar and Wardatul Hayat Adnan. e-Journal of Media and Society (e-JOMS), 7 (2). pp. 1-16. ISSN 2682-9193
Conference	2025	Clinical suspicion beyond the coronaries: A case of Fabry disease presenting with coronary artery calcification like symptoms. <i>International Medical Research Journal</i> , 11(2), 5–11.
Other Publication	2025	Sinar Daily: Norazan, S. S. (2025, December 5). When norms shift: Why LGBTQ+ visibility is raising alarms in Malaysia. Sinar Daily. https://www.sinardaily.my/article/732207/opinions/columnists/when-norms-shift-why-lgbtq-visibility-is-raising-alarms-in-malaysia
	2025	Sinar Daily: Norazan, S. S. (2025, August 9). Can we talk?

		Rehumanising professional communication in the digital age. Sinar Daily. https://sinardaily.my/article/729348/opinions/columnists/rehumanizing-communication-in-the-digital-era-the-key-to-connecting-at-work
	2025	Sinar Daily: Norazan, S. S. (2025, July 26). Sip carefully: When spilling the tea becomes a public mess. Sinar Daily. https://sinardaily.my/article/729051/opinions/columnists/the-digital-age-of-oversharing-choosing-decency-over-drama-in-social-media
Panel	2025	UM Undergraduate Ideas Festival (UG iFEST) 2025 - UM UG iFEST 2025 Category: Social Science
Moderator	2025	Industrial Training Sharing Session: Communication at the Workplace @ UPM
	2024	Podcast MOSTI: Bual Sains with YB Dato' Chang Lih Kang, Minister of Science, Technology & Innovation (MOSTI)
	2020	Ask Me Anything (AMA) – SIM Grant: Geran Padanan Impak Sosial
	2020	The COVID-19 Protocol: From Opocot to Opportunity
	2020	Hustling in a Pandemic: What Startups & Social Enterprises Can Do To Survive
	2020	Universiti Teknologi MARA's 3-Minute Thesis (3MT) Competition
Emcee	2025	NEF ImpactTech 2026 Track: Social Enterprise
	2023	Farewell Ceremony for Dzuleira Abu Bakar, CEO MRANTI
	2022	Malaysia Innovate 2022
	2022	TPM Nexus x SUKE TV MoU Signing Ceremony
	2022	MRANTI World Engineering Day (WED) 2022
	2022	MRANTI Branch Launch 2022
	2022	MoU between Global Haltech, Vietnam Halal Centre & TPM Nexus
	2021	University Startup Challenge (USC) Soft Launch

	2020	SEtia 2020 – Social Entrepreneurs: Transformation, Innovation & Acceleration
	2019	Transformational Business Network (TBN) Asia 2019
	2019	Pemangkin Usahawan Hebat (PUSH) 2019
Trainer	2020	Social Enterprise (SE) Training 2020
	2017	Bahasa Inggeris 1Malaysia (BI1M)
Mentor	2020	Startup Weekend Johor Bahru @ UTM Theme: A Sustainable Post-Pandemic World Together #SuPPorT
	2019	Startup Weekend Johor Bahru @ UTM Theme: Eco Innovation
Certification	2025	Certified HRD-Corp Train-The-Trainer (TTT)
	2019	Certified Social Enterprise Train-The-Trainer (TTT)
Internship Supervision	2025 	Nur Aisyah Syahirah Zulkifli University Polytech Mara (UPTM) +60 11-1084 1513
	2024 	Nur Alis Azreena Ahamad Kamal Universiti Utara Malaysia (UUM) +60 17-3210053 nuralis.azreena@gmail.com
	2024 	Syamim Letisha Mohd Suhaizan Management & Science University (MSU) Shah Alam +60 12-364 7577
	2023 	Soofi Qhadhijhah University Polytech Mara (UPTM) +60 17-604 6589 sqhadhijhah@gmail.com
	2023 	Che Nur Liyana Universiti Teknologi Mara (UiTM) Shah Alam +60 11-1285 2696
	2021 	Sorfina Iman Halim Universiti Teknologi Mara (UiTM) Shah Alam +60 17-291 1621
	2020 	Nursuha Safri Universiti Pertahanan Nasional Malaysia (UPNM) +60 19-295 4265 suhasafri98@gmail.com

Skills

Program management, leadership, communication, teamwork, effective time management, critical thinking and problem solving, multitasking, adaptability, fast learning, the ability to work under pressure, and performance evaluation skills.

Language

Bahasa Melayu (Fluent) & English (Fluent)

References

University Malaya-Wales (UM-Wales)	Dr. Che Nur Amalina S. Che Zainal Senior Lecturer +60 18-355 4889
Malaysian Research Accelerator for Technology and Innovation (MRANTI)	Shariza Abdullah Head of Corporate Event, Strategic Communication +60 12-262 4077
Malaysian Global Innovation and Creativity Centre (MaGIC)	Ir. Ahmad Syahrir Mohd Shuib General Manager of Strategy +60 13-393 0039
Universiti Teknologi Mara Shah Alam (UiTM)	Assoc. Prof. Dr. Suhaimee B. Saahar@Saabar Director of CMIWS, Universiti Teknologi Mara (UiTM) +60 18-668 2659