

Profile Image

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PENSYARAH UNIVERSITI DS14

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Faculty: Fakulti
Kepimpinan Dan
Pengurusan

SUPERVISION

PhD - Completed: 4, Ongoing: 4

Master - Completed: 2,
Ongoing: 0

AREAS OF EXPERTISE

Public And Private Broadcasting Medium (including Tv, Radio, Magazine, Newspaper, Film, The Internet And Social Networking)

Media, Culture And Society (including Communication, Audience And Cultural Identity, Gender, Children, The Aged, Indigenous And Oku)

Islamic Media

ACADEMIC QUALIFICATION

PhD in Media & Communications (2016)

Master in Dakwah Dan Kepimpinan (2002)

Bachelor in Ilmu Wahyu (1998)

RESEARCH

1. KERANGKA BAGI PENGURUSAN INSAN DAN PEMBANGUNAN KANDUNGAN MEDIA KREATIF BERTERASKAN NILAI BUDAYA DAN AGAMA

2021 GERAN KPT (KKP) ON GOING MAIN RESEARCHER

2. COMBINING THE AL-GHAZALI CONCEPT OF TARBİYATUL AWLAD WITH QUALITATIVE DATA ANALYSIS TO DEVELOP AN ISLAMIC CONTENT ON MOBILE APPLICATION FOR PRESCHOOL

2017 GERAN PENYELIDIKAN KOLABORASI RCRP USIM-UKM (TIDAK AKTIF) COMPLETED MAIN RESEARCHER

3. DEVELOPING A MODEL OF HUMAN MANAGEMENT FOR MUSLIMS IN CREATIVE MEDIA INDUSTRIES IN MALAYSIA

2016 GERAN KPT COMPLETED MAIN RESEARCHER

4. AUDIENCE RECEPTION OF INTERFAITH TV PROGRAMME: A QUALITATIVE APPROACH ON MALAYSIAN MUSLIM AND CHRIST

2010 GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN COMPLETED MAIN RESEARCHER

PUBLICATION

1. INTERSECTIONAL APPROACHES TO MUSLIM WOMEN IN THE MALAYSIAN ENTERTAINMENT MEDIA INDUSTRY

COMMUNICATION RESEARCH IN THE ERA OF NEO-GLOBALISATION: REORIENTATIONS, CHALLENGES AND CHANGING CONTEXTS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

2. CREATIVE LABOUR IN THE SCREEN INDUSTRIES

ANNUAL WORKSHOP ON GLOBALIZATION

2022 PROCEEDING NON-INDEX MAIN AUTHOR

3. CREATIVE INJUSTICE: LESSONS FROM THE MALAYSIAN FILM AND TELEVISION INDUSTRY

SEMINAR SERIES ON COLLABORATIVE RESEARCH NETWORK OF CREATIVE CITIES IN SOUTHEAST ASIA

2022 PROCEEDING NON-INDEX MAIN AUTHOR

4. CONTENT CODE 2022

2022 POLICY

5. THE FUTURE OF MUSLIM WOMEN BEHIND THE SCENES OF THE MALAYSIAN TV INDUSTRY

MEDIA WORK, MOTHERS AND MOTHERHOOD: NEGOTIATING THE INTERNATIONAL AUDIO-VISUAL INDUSTRY

2021 CHAPTER IN BOOK MAIN AUTHOR

6. DASAR FILEM NEGARA

2021 POLICY

7. DEVELOPING A MODEL OF HUMAN MANAGEMENT FOR MUSLIMS IN CREATIVE MEDIA INDUSTRIES

INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA 2020(I-COME?20)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

8. FALSAFAH KHASIDAH MAMA

KARI AYAM CINTA

2020 CHAPTER IN BOOK MAIN AUTHOR

9. LAMBAIAN SYURGA

BAHAGIA JANGAN BERHENTI MENYULAM SETIA

2020 CHAPTER IN BOOK MAIN AUTHOR

10. USIM RESEARCH NICHE

2020 POLICY

11. GARIS PANDUAN PROJEK PERUNDINGAN USIM

2020 POLICY

12. DOING EMOTIONAL LABOUR IN THE FOURTH INDUSTRIAL REVOLUTION (4IR): IS RELIGIOUS TELEVISION A HUMANISED WORKPLACE?

JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

2019 JOURNAL SCOPUS MAIN AUTHOR

13. DEVELOPING AN EARLY CHILDHOOD ISLAMIC EDUCATION CONTENT BASED ON THE CONCEPT OF TARBİYATUL AWLAD

INTERNATIONAL CONFERENCE ON EARLY CHILDHOOD DEVELOPMENT (ICECD) 2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

14. NEKAD

CORAT CORET PESTA BUKU ANTARABANGSA KUALA LUMPUR 2019

2019 CHAPTER IN BOOK MAIN AUTHOR

15. KEPUTUSAN YANG TERINDAH

KUGENGGAM MUTIARA ITU DIRIMU ANAKKU

2019 CHAPTER IN BOOK MAIN AUTHOR

16. NOHA MELLOR VOICE OF THE MUSLIM BROTHERHOOD: DA'WA, DISCOURSE, AND POLITICAL COMMUNICATION

THE JOURNAL OF INTERNATIONAL COMMUNICATION

2018 JOURNAL SCOPUS MAIN AUTHOR

17. RELIGIOPOLITICAL AND SOCIOCULTURAL FACTORS SHAPING CREATIVE DECISIONS IN THE PRODUCTION OF BRITISH AND MALAYSIAN ISLAMIC TELEVISION

JURNAL KOMUNIKASI, MALAYSIAN JOURNAL OF COMMUNICATION

2018 JOURNAL SCOPUS MAIN AUTHOR

18. ?WORKING WITH BRITISH MUSLIMS?: COMMUNICATION AND CULTURE IN ISLAMIC TELEVISION PRODUCTION

MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSEPECTIVES ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION

2018 CHAPTER IN BOOK MAIN AUTHOR

19. THE NEED FOR HUMAN MANAGEMENT MODEL FOR MUSLIMS IN TELEVISION INDUSTRIES: A STEP TOWARD BALANCING WORK AND RELIGIOUS LIFE

ADVANCED SCIENCE LETTERS

2017 JOURNAL SCOPUS MAIN AUTHOR

20. REVISITING THE DISCOURSES OF THE ?CLASH? FOR THE STUDY OF CULTURE IN A MUSLIM TELEVISION PRODUCTION

JOURNAL OF ARAB & MUSLIM MEDIA RESEARCH

2017 JOURNAL SCOPUS MAIN AUTHOR

21. THE PRODUCTION CULTURE OF RELIGIOUS TELEVISION: THE CASE OF THE ISLAM CHANNEL

2016 BOOK MAIN AUTHOR

22. IN THE NAME OF GOD: SACRIFICIAL LABOUR IN RELIGIOUS TELEVISION PRODUCTION.

MEDIA AND RELIGION: THE GLOBAL VIEW

2014 PROCEEDING NON-INDEX MAIN AUTHOR

23. LITTLE MOSQUE ON THE PRAIRIE: INTERFAITH TV THROUGH MALAYSIAN EYES

THE LONDON FILM AND MEDIA READER 1:PAPERS FROM THE SECOND ANNUAL LONDON FILM AND MEDIA CONFERENCE 2011

2013 CHAPTER IN BOOK MAIN AUTHOR

24. TRADING IN RISK: GHARAR AND INTERACTIVE MEDIA IN MALAYSIA

LEADERSHIP AND MANAGEMENT: DAKWAH, MEDIA AND KNOWLEDGE

2012 CHAPTER IN BOOK MAIN AUTHOR

25. LITTLE MOSQUE ON THE PRAIRIE: INTERPRETATION OF INTERFAITH TV THROUGH MALAYSIAN EYES

LONDON FILM AN MEDIA CONFERENCE 2011

2011 PROCEEDING NON-INDEX MAIN AUTHOR

26. SEARCHING FOR INTER-RELIGIOUS DIALOGUE ON MALAYSIAN TELEVISION

THE 8TH INTERNATIONAL CONFERENCE ON NEW DIRECTIONS IN THE HUMANITIES 2010, LA, USA.

2010 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

27. TRADING AT RISK: GHARAR AND INTERACTIVE MEDIA IN MALAYSIA

SEMINAR DAKWAH & MEDIA

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

28. CHAPTER 14: REPORTING ON APOSTASY: ARE MALAYSIAN NEWSPAPERS AT THE CROSSROADS?

PORTRAYAL OF ISLAM IN THE MEDIA

2010

CHAPTER IN BOOK

MAIN AUTHOR

29. COVERING MURTAD (APOSTASY)CASES: AN OVERVIEW OF THE MAINSTREAM NEWSPAPERS IN MALAYSIA

NATIONAL SEMINAR ON MEDIA & ISLAMIC THINKING 2009.

2009

PROCEEDING

NON-INDEX

MAIN AUTHOR

CONSULTATION

1. CERTIFIED SUBSTANCE ABUSE TREATMENT PRACTITIONER (CSTAP)

PRISON DEPARTMENT OF MALAYSIA MAKTAB PENJARA KAJANG

2022 NATIONAL

2. CREATIVITY NEVER STOPS! HOW TO PITCH: TEKNIK PENCERITAAN & PENYAMPAIAN IDEA YANG BERKESAN

NATIONAL FILM DEVELOPMENT CORPORATION FINAS

2021 NATIONAL

3. PENERBITAN DOKUMENTARI AWANG BATIL MENYINGKAP WARISAN BUDAYA BERSEDIKAN ISLAM

MINISTRY OF TOURISM AND CULTURE, MALAYSIA

2020 NATIONAL

4. PENASIHAT LENGGONG TV

WORLD EVOLUTION BRAIN SDN BHD

2019 NATIONAL

5. MEDIA ETHICS THINK TANK (METT) QATAR

GOVERNMENT COMMUNICATION OFFICE, QATAR

2019 INTERNATIONAL

AWARDS/RECOGNITION

1. MODUL INTEGRASI TAZKIYYAH ALNAFS DAN AQIDAH MUALLAF (MITNAM)

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI SILVER

2. KERANGKA BAGI PENGURUSAN INSAN DAN PEMBANGUNAN KANDUNGAN MEDIA KREATIF BERTERASKAN NILAI BUDAYA DAN AGAMA

RESEARCH SEMINAR UNIVERSITI SAINS ISLAM MALAYSIA

2024 UNIVERSITI CERTIFICATE OF APPRECIATION

3. VISITING SCHOLAR

TULANE UNIVERSITY, UNITED STATES OF AMERICA

2023 INTERNATIONAL

4. ADJUNCT PROFESSOR

COMMUNICATION DEPARTMENT, SCHOOL OF LIBERAL ARTS, TULANE UNIVERSITY, USA

2023 INTERNATIONAL

5. ADJUNCT PROFESSOR

COMMUNICATION DEPARTMENT, SCHOOL OF LIBERAL ARTS, TULANE UNIVERSITY, USA

2023 INTERNATIONAL