

PROF. MADYA DR. NUR KAREELAWATI BINTI ABD. KARIM

PENSYARAH UNIVERSITI DS14

CONTACT

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6067988688

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FACULTY
Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

PhD	4 COMPLETED	4 ONGOING
Master	2 COMPLETED	0 ONGOING

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

- 2016 **PhD** - Media & Communications
- 2002 **Master** - Dakwah Dan Kepimpinan
- 1998 **Bachelor** - Ilmu Wahyu

RESEARCH

1. **FAITH, FANDOM, AND DIGITAL CULTURE: NEGOTIATING IDENTITY AMONG MALAY-MUSLIM WOMEN IN THE KOREAN WAVE ERA**
   2025 · GERAN ANTARABANGSA · ON GOING · MAIN RESEARCHER

2. **KERANGKA BAGI PENGURUSAN INSAN DAN PEMBANGUNAN KANDUNGAN MEDIA KREATIF BERTERASKAN NILAI BUDAYA DAN AGAMA**
   2021 · GERAN KPT (KKP) · ON GOING · MAIN RESEARCHER

3. **COMBINING THE AL-GHAZALI CONCEPT OF TARBIYATUL 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

4. **DEVELOPING A MODEL OF HUMAN MANAGEMENT FOR MUSLIMS IN CREATIVE MEDIA INDUSTRIES IN MALAYSIA**
   2016 · GERAN KPT · COMPLETED · MAIN RESEARCHER

5. **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. MEDIA MADANI DALAM ERA INDUSTRI 5.0 - INTEGRASI FALSAFAH ISLAM DAN TEORI KOMUNIKASI AWAM

JURNAL YADIM INTERNATIONAL JOURNAL OF ISLAM AND CONTEMPORARY AFFAIRS

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

2. #BASS INFLUENCES: GENDERED SPECTACLE, MORALITY POLITICS, AND THE DIGITAL LIVES OF BELLA ASTILLAH AND SYED SADDIQ IN MALAYSIA

INFLUENCERS AND GENDER POLITICS IN SOUTH EAST ASIA

2025 PROCEEDING SCOPUS MAIN AUTHOR

3. THE FUTURE OF WORK IN THE MALAYSIAN FILM AND TELEVISION INDUSTRY - RISKS AND OPPORTUNITIES

FUTURE OF MEDIA IN ASIA-ARTIFICIAL INTELLIGENCE, DIGITAL TECHNOLOGY AND MEDIA PRACTICE

2025 CHAPTER IN BOOK MAIN AUTHOR

4. GUIDELINES FOR REPORTING AND SHARING OF SUICIDE-RELATED CONTENT

2025 POLICY

5. MUSLIM WOMEN EXPERIENCING THE PRODUCTION CULTURE OF THE MALAYSIAN SCREEN INDUSTRIES

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

6. APPLYING THE CONCEPT OF LI-TA??RAFU TO THE JAPANESE MUSLIM YOUTH CULTURAL EXCHANGE PROGRAMME

JURNAL YADIM INTERNATIONAL JOURNAL OF ISLAM AND CONTEMPORARY AFFAIRS

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

7. PENAMBAHBAIKAN PELAKSANAAN DANA PEMBANGUNAN SKRIP DAN FORMAT BAHARU DANA KANDUNGAN KREATIF

2024 POLICY

8. ONLINE SAFETY BILL 2024

2024 POLICY

9. 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

10. CREATIVE LABOUR IN THE SCREEN INDUSTRIES

ANNUAL WORKSHOP ON GLOBALIZATION

2022 PROCEEDING NON-INDEX MAIN AUTHOR

11. 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

12. CONTENT CODE 2022

2022 POLICY

PUBLICATION

13. 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

14. DASAR FILEM NEGARA

2021 POLICY

15. 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

16. FALSAFAH KHASIDAH MAMA

KARI AYAM CINTA

2020 CHAPTER IN BOOK MAIN AUTHOR

17. LAMBAIAN SYURGA

BAHAGIA JANGAN BERHENTI MENYULAM SETIA

2020 CHAPTER IN BOOK MAIN AUTHOR

18. USIM RESEARCH NICHE

2020 POLICY

19. GARIS PANDUAN PROJEK PERUNDINGAN USIM

2020 POLICY

20. 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

21. DEVELOPING AN EARLY CHILDHOOD ISLAMIC EDUCATION CONTENT BASED ON THE CONCEPT OF TARBIYATUL AWLAD

INTERNATIONAL CONFERENCE ON EARLY CHILDHOOD DEVELOPMENT (ICECD) 2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

22. NEKAD

CORAT CORET PESTA BUKU ANTARABANGSA KUALA LUMPUR 2019

2019 CHAPTER IN BOOK MAIN AUTHOR

23. KEPUTUSAN YANG TERINDAH

KUGENGGAM MUTIARA ITU DIRIMU ANAKKU

2019 CHAPTER IN BOOK MAIN AUTHOR

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

THE JOURNAL OF INTERNATIONAL COMMUNICATION

2018 JOURNAL SCOPUS MAIN AUTHOR

PUBLICATION

25. 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

26. “Working with British Muslims”: Communication

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

2018 CHAPTER IN BOOK MAIN AUTHOR

27. 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

28. 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

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

2016 BOOK MAIN AUTHOR

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

MEDIA AND RELIGION: THE GLOBAL VIEW

2014 PROCEEDING NON-INDEX MAIN AUTHOR

31. 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

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

LEADERSHIP AND MANAGEMENT: DAKWAH, MEDIA AND KNOWLEDGE

2012 CHAPTER IN BOOK MAIN AUTHOR

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

LONDON FILM AN MEDIA CONFERENCE 2011

2011 PROCEEDING NON-INDEX MAIN AUTHOR

34. SEARCHING FOR INTER-RELIGIOUS DIALOGUE ON MALAYSIAN TELEVISION

THE INTERNATIONAL JOURNAL OF THE HUMANITIES

2010 JOURNAL OTHER DATABASE MAIN AUTHOR

35. 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

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

SEMINAR DAKWAH & MEDIA

2010 PROCEEDING NON-INDEX MAIN AUTHOR

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

PORTRAYAL OF ISLAM IN THE MEDIA

2010 CHAPTER IN BOOK MAIN AUTHOR

38. 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 BERSENDIKAN 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. BEST PRESENTER AWARD INTERNATIONAL CONFERENCE ON MEDIA & COMMUNICATION

2025 INTERNATIONAL

2. BEST PAPER AWARD CREATIVE INDUSTRY INTERNATIONAL CONFERENCE

2025 INTERNATIONAL

AWARDS/RECOGNITION

3. BOOK MANUSCRIPT REVIEWER

INTERNATIONAL INSTITUTE OF ISLAMIC THOUGHT (IIIT)

2025 INTERNATIONAL

4. TRAINER / FACILITATOR

CONGRESS OF UNIONS OF EMPLOYEES IN THE PUBLIC AND CIVIL SERVICES (CUEPACS)

2025 NATIONAL

5. EXTERNAL BOARD MEMBER (AHLI LEMBAGA LUAR)

LEMBAGA KEBAJIKAN PEREMPUAN ISLAM PERHUBUNGAN NEGERI PERLIS

2025 STATE