

Profile Image

**DR. NORSIMAA BINTI
MUSTAFA**

PENSYARAH UNIVERSITI DS13

CONTACT

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Faculty: Fakulti Kepimpinan
Dan Pengurusan

AREAS OF EXPERTISE

Virtual Reality Software

Media And Technology (including Social Networking)

Multimedia (including Computer-assisted And Web-based
Approaches)

E-performance (including Virtual Performance Of Dancers And
Arts)

Digital Cultural Heritage

ACADEMIC QUALIFICATION

PhD in Reka Bentuk Multimedia (2021)

Master in Visual Communication And New Media (2015)

Bachelor in Multimedia Studies (2013)

SUPERVISION

PhD - Completed: 0, Ongoing: 1

Master - Completed: 0, Ongoing: 0

PUBLICATION

1. EMPOWERING STUDENTS'S DIGITAL SKILLS IN DA?WAH CONTENTS THROUGH E-CAMPAIGNS

AL-QANATIR INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2024 JOURNAL INDEX BY MYCITE 2019 MAIN AUTHOR

2. THE EFFECTIVENESS OF ANIMATION AS A SUPPLEMENTARY SUBJECT TO IMPROVE DIGITAL SKILLS AMONG USIM STUDENTS

ICIMAC 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR & CO-EDITOR

3. THE IMPACT OF MULTIPLAYER VIDEO GAMES TOWARDS STUDENTS? BEHAVIOUR AMONG USIM STUDENTS

ICIMAC 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR & CO-EDITOR

4. EXPOSURE ON ONLINE DA?WAH MESSAGES TOWARD YOUTH SOCIAL MEDIA USERS IN USIM

ICIMAC 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR & CO-EDITOR

5. THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON DECISION-MAKING AMONG UNIVERSITY STUDENTS

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE

2024 PROCEEDING NON-INDEX MAIN AUTHOR

6. THE ROLE OF DIGITAL TECHNOLOGY: ANIMATION USAGE AMONG UNIVERSITY STUDENTS

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE

2024 PROCEEDING NON-INDEX MAIN AUTHOR

7. DIGITAL COMMUNICATION IN MOVING COMMUNITY CULTURE: MEDIA INFLUENCE AND NAVIGATION

ICIMAC 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

8. MENEROKA INOVASI DAKWAH DAN KEMPEN DIGITAL DALAM KALANGAN PELAJAR MUSLIM: KAJIAN DAN REFLEKSI ?SERVICE LEARNING MALAYSIA-UNIVERSITY FOR SOCIETY? (SULAM)

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION

2024 PROCEEDING NON-INDEX MAIN AUTHOR

9. DIGITAL COMMUNICATION IN MOVING COMMUNITY CULTURE:MEDIA INFLUENCE AND NAVIGATION

THE 4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2024)

2024 PROCEEDING NON-INDEX CO-AUTHOR

10. PEMBANGUNAN KERANGKA KONSEPTUAL MODEL AUDIT KOMUNIKASI DAN KEBERKESANAN MEDIA DI AGENSI KERAJAAN

INTERNATIONAL CONFERENCE ON DAKWAH AND ISLAMIC MANAGEMENT (IC-DAIM2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

11. DIGITAL COMMUNICATION IN MOVING COMMUNITY CULTURE: MEDIA INFLUENCE AND NAVIGATION

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA, AND COMMUNICATION

2024 PROCEEDING OTHER DATABASE CO-AUTHOR

12. GARIS PANDUAN PEMINDAHAN KREDIT MASSIVE OPEN ONLINE COURSES (MOOC) DAN MICRO-CREDENTIAL (MCR)

GARIS PANDUAN PEMINDAHAN KREDIT MASSIVE OPEN ONLINE COURSES (MOOC) DAN MICRO-CREDENTIAL (MCR)

2024 CHAPTER IN BOOK CO-AUTHOR & CO-EDITOR

13. ONLINE LEARNING MAKES STUDENT PERFORM BETTER: A QUANTITATIVE STUDY OF INTERACTIVITY DURING CLASS AND ACADEMIC PERFORMANCE AMONG USIM STUDENTS

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

PUBLICATION

14. ?BEER IS HARAM!? REPRESENTATION OF ISLAM BY ONLINE NEWSPAPERS IN MALAYSIA ON THE ISSUE OF BETTER BEER FESTIVAL & OKTOBERFEST

JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

2023 JOURNAL SCOPUS CO-AUTHOR

15. THE IMPACT OF NEW MEDIA PLATFORMS TOWARDS SOCIAL SHAPING AND CULTURE INTERACTION AMONG UNIVERSITI SAINS ISLAM MALAYSIA STUDENTS

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

16. ASSESSMENT ON INTERCONNECTION BETWEEN PERSONAL BRANDING AND JOB RECRUITMENT AMONG STUDENTS THROUGH A DIGITAL PLATFORM (TIKTOK)

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

17. THE IMPACT OF VISUAL COMMUNICATION ONSTUDENTS? LEARNING EXPERIENCE TOWARDSMEMORY RECOGNITION AND ENHANCEMENT

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

18. EXPLORING THE INFLUENCES OF SOCIAL NETWORKING SERVICE (SNS) ON CONSUMER PURCHASE BEHAVIOUR

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

19. DIGITAL MARKETING FEATURES IN TIKTOK INFLUENCE PURCHASE DECISION: A STUDY AMONG USIM STUDENTS

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

20. THE IMPACT OF USER GENERATED CONTENT ON FOOD PURCHASE INTENTION THROUGH TIKTOK PLATFORM

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

21. CULTURAL INFLUENCE AND IMPACT ON SOCIETY: A STUDY THROUGH ANIME AND MANGA GRAPHIC CONTENT

INTERNATIONAL CONFERENCE ON ISLAM AND GLOBAL CIVILIZATION (ICONIGC) 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

22. DIGITAL HERITAGE PRESERVATION ON MALAY FOLK DANCE AND HOW IT COMMUNICATES IN THE DIGITAL AGE

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS) 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

23. EMPOWERING STUDENTS?S DIGITAL SKILLS IN DA?WAH CONTENTS THROUGH E-CAMPAIGNS

INTERNATIONAL CONFERENCE ON QURAN AS FOUNDATION OF CIVILIZATION (SWAT 2023)

2023 PROCEEDING NON-INDEX CO-AUTHOR

24. TWITTER FRAMING AND ONLINE BATTLE AGAINST EXTREMIST: A CASE STUDY OF #NOTINMYNAME MOVEMENT

INTERNATIONAL CONFERENCE ON ISLAMIC AND GLOBAL CIVILIZATION 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

25. THE EFFECTIVNESS OF SOCIAL MEDIA AS A PLATFORM FOR DAKWAH

PROCEEDING ICONIGC: INTERNATIONAL CONFERENCE ON ISLAMIC AND GLOBAL CIVILIZATION

2023 PROCEEDING OTHER DATABASE MAIN AUTHOR

CONSULTATION

1. KAJIAN PEMBANGUNAN MODEL DAN MODUL PELAKSANAAN AUDIT KOMUNIKASI DAN KEBERKESANAN MEDIA DI LEMBAGA HASIL DALAM NEGERI MALAYSIA (LHDNM)

LEMBAGA HASIL DALAM NEGERI (LHDNM)

2022

NATIONAL

2. KAJIAN PEMBANGUNAN MODEL DAN MODUL PELAKSANAAN AUDIT KOMUNIKASI DAN KEBERKESANAN MEDIA

LEMBAGA HASIL DALAM NEGERI



National

3. MEDIA DAN DIGITALISASI

YAYASAN DAKWAH ISLAMIAH MALAYSIA



National

4. KAJIAN IMPAK RUMAH WARISAN NEGERI SEMBILAN

LEMBAGA MUZIUM NEGERI SEMBILAN



National

AWARDS/RECOGNITION

1. DAKWAH AND DIGITAL CAMPAIGN : INTEGRATION OF NAQLI AND AQLI (DD-CAMP)

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITY GOLD

2. MODEL PEMERKASAAN WANITA BAGI MEMACU KESEJAHTERAAN HOLISTIK

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITY BRONZE

3. GAMIFIED CYBERSECURITY TRAINING

Pertandingan Inovasi FKP 2024

2024 UNIVERSITY GOLD

4. DAKWAH AND DIGITAL CAMPAIGN: INTEGRATION OF NAQLI AND AQLI

Pertandingan Inovasi FKP 2024

2024 UNIVERSITY GOLD

5. SUARA MEDIA BAHARU

Pertandingan Inovasi FKP 2024

2024 UNIVERSITY SILVER

6. PENARAFAN BINTANG BAGI LIBATSAMA MASYARAKAT PROGRAM SERVICE LEARNING MALAYSIA UNIVERSITY FOR SOCIETY (SULAM)

2023 UNIVERSITY

7. DAWAH AND DIGITAL CAMPAIGN: INTEGRATION OF NAQLI AND AQLI

PUTRA INNOCREATIVE POSTER COMPETITION INTERNATIONAL PUTRA INNOCREATIVE CARNIVAL IN TEACHING AND LEAR

2023 ANTARABANGSA BRONZE

8. DAWAH AND DIGITAL CAMPAIGN: INTEGRATION OF NAQLI AND AQLI

SCIENCE AND TECHNOLOGY RESERACH EXPO (SCITEX@20TH FST)

2023 UNIVERSITY GOLD

9. THE BEST PAPER AWARD

2022 INTERNATIONAL

10. ACADEMIC ADVISOR

MINISTRY OF HIGHER EDUCATION

2022 UNIVERSITY