

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 INFLUENCE OF ARTIFICIAL INTELLIGENCE ON DECISION-MAKING AMONG UNIVERSITY STUDENTS

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

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

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

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

ICIMAC 2024

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

5. 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

6. 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

7. 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

8. 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

9. 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

10. THE EFFECTIVESS 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

UNIVERSITI

GOLD

2. MODEL PEMERKASAAN WANITA BAGI MEMACU KESEJAHTERAAN HOLISTIK

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024

UNIVERSITI

BRONZE

3. GAMIFIED CYBERSECURITY TRAINING

Pertandingan Inovasi FKP 2024

2024

UNIVERSITI

GOLD

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

Pertandingan Inovasi FKP 2024

2024

UNIVERSITI

GOLD

5. SUARA MEDIA BAHARU

Pertandingan Inovasi FKP 2024

2024

UNIVERSITI

SILVER