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PENSYARAH UNIVERSITI DS14

CONTACT

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FACULTY

Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

PhD

6

COMPLETED

2

ONGOING

Master

0

COMPLETED

0

ONGOING

AREAS OF EXPERTISE

Radio Communications And Broadcasting

Media And Globalisation (including International Communication)

Political Economy

ACADEMIC QUALIFICATION

2014 **PhD** - Komunikasi Dan Pengajian Media

2002 **Master** - Komunikasi Korporat

1992 **Diploma** - Penyiaran

RESEARCH

1. PERCEPTION, PREFERENCE AND TECHNIQUES OF USING ONLINE MEDIA IN DA'WAH ACTIVITIES BY RELIGIOUS PREACHERS IN WEST JAVA AND MALAYSIA

2021

GERAN SEPADAN ANTARABANGSA

ON GOING

MAIN RESEARCHER

2. MENJAMIN MASYARAKAT YANG SELAMAT DAN WARAS : PERANAN MEDIA ISLAM SEMASA PERINTAH KAWALAN PERGERAKAN (PKP)

2020

GERAN PENYELIDIKAN COVID-19

COMPLETED

MAIN RESEARCHER

3. DEVELOPING AN INTEGRATED BROADCAST MANAGEMENT MODEL FOR RADIO USIM

2016

GERAN JANGKA PENDEK FASA 1

COMPLETED

MAIN RESEARCHER

4. THE DEVELOPMENT OF CREATIVE CONTENT INDUSTRY : PROSPECTS AND CHALLENGES IN MALAYSIA

2012

GERAN KPT

COMPLETED

MAIN RESEARCHER

5. PERKEMBANGAN BIDANG PENYIARAN DAN KEWARTAWANAN DI MALAYSIA (1990-2000)

2006

GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN

COMPLETED

MAIN RESEARCHER

RESEARCH

6. TAHAP KEMAHIRAN DAN KEMUDAHAN PENGGUNAAN ICT: SATU TINJAUAN DI KALANGAN PELAJAR KUIM

2005

GERAN PENYELIDIKAN FUNDAMENTAL

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. SCREENING ISLAM IN MALAYSIAN HORROR FILMS: A TALE OF THE LOST AND FOUND

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025

JOURNAL

OTHER DATABASE

MAIN AUTHOR

2. CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025

JOURNAL

OTHER DATABASE

MAIN AUTHOR

3. TALES OF THE LOST AND FOUND: REPRESENTATIONS OF ISLAM IN MALAYSIAN HORROR FILMS IN E-PROCEEDINGS (EXTENDED ABSTRACT) OF 4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC 2024): COMMUNICATION AND DIGITISATION IN MADANI SOCIETY

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC 2024)

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

4. ZERO-COST MARKETING: ONLINE ADVERTISING AND ITS IMPACT ON ENTREPRENEURS (BOOK OF ABSTRACT)

INDONESIA BROADCASTING CONFERENCE

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

5. HANDLING THE CAMPUS RADIO AND STUDENTS' PARTICIPATION

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024

CHAPTER IN BOOK

MAIN AUTHOR

6. PENDEKATAN DAKWAH PENDAKWAH MELALUI INSTAGRAM

SEMINAR PENGAJIAN AKIDAH, AGAMA DAN SAINS SOSIAL 2023 (SIGMA13)

2023

PROCEEDING

NON-INDEX

MAIN AUTHOR

7. E-PROSIDING (KERTAS KERJA PENUH)

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2023 (SAIS2023)

2023

PROCEEDING

NON-INDEX

MAIN AUTHOR

8. EUROPEAN PROCEEDINGS OF SOCIAL AND BEHAVIOURAL SCIENCES (EPSBS)

INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA 2020 (ICOME2020)

2021

PROCEEDING

NON-INDEX

MAIN AUTHOR

9. CABARAN MENGEKALKAN KEMAMPAHAN RADIO KAMPUS DI UNIVERSITI-UNIVERSITI DI MALAYSIA DAN INDONESIA DALAM ERA MEDIA BAHARU

JOURNAL OF ISLAMIC SOCIAL SCIENCE AND HUMANITIES (AL ABQARI)

2020

JOURNAL

MYCITE

MAIN AUTHOR

PUBLICATION

10. FACTORS PRESSURING WORKERS PERSONAL WELLBEING AT MEDIA WORKPLACE ENVIRONMENT

INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA (ICOME 2020)

2020

PROCEEDING

NON-INDEX

MAIN AUTHOR

11. FACTORS PRESSURING WORKER'S PERSONAL WELLBEING AT MEDIA WORKPLACE ENVIRONMENT

INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA 2020

2020

PROCEEDING

NON-INDEX

MAIN AUTHOR

12. MANAGING PRESSURING ECO-SYSTEM INFLUENCING MEDIA WORKERS' WELL-BEING IN MALAYSIAN CREATIVE INDUSTRIES

2ND SOCIAL AND HUMANIORA RESEARCH SYMPOSIUM (SORES 2019)

2019

PROCEEDING

NON-INDEX

MAIN AUTHOR

13. CABARAN MENGEKALKAN KELESTARIAN RADIO KAMPUS DI MALAYSIA DAN INDONESIA DALAM ERA MEDIA BAHARU

SEIPTI 2019

2019

PROCEEDING

NON-INDEX

MAIN AUTHOR

14. SUSTAINABILITY OF CAMPUS RADIO IN MALAYSIAN AND INDONESIAN UNIVERSITIES: CHALLENGES AND WAY FORWARD

JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES (JOURNAL AL-ABQARI)

2018

JOURNAL

SSCI

MAIN AUTHOR

15. THE IMPLICATIONS OF MPB STRUCTURAL TRANSFORMATION ON TV PROGRAMMING

MALAYSIAN JOURNAL OF COMMUNICATION

2016

JOURNAL

SCOPUS

MAIN AUTHOR

16. PENERBITAN KREATIF : CABARAN MENGURUS KREATIVITI DALAM ORGANISASI MEDIA

MENTION 2013

2013

PROCEEDING

NON-INDEX

MAIN AUTHOR

17. POLITICAL ECONOMY OF CONGLOMERATION AND ITS IMPACT ON TELEVISION PROGRAMMING IN MALAYSIA

MEDIA, COMMUNICATION AND CULTURAL STUDIES ASSOCIATION (MECCSA) CONFERENCE,

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

18. MEDIA GIANTS INFLUENCE IN THE PRODUCTION OF CONTENT IN MALAYSIA

THE INTERNATIONAL ASSOCIATION OF MEDIA AND COMMUNICATION RESEARCH (IAMCR) CONFERENCE

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

19. FACTORS INFLUENCING RELIGIOUS PROGRAMMES IN THE CHANGING LANDSCAPE OF MALAYSIA PRIVATE TELEVISION BROADCASTING

NATIONAL CONFERENCE ON MEDIA AND ISLAMIC THINKING 2009

2009

PROCEEDING

NON-INDEX

MAIN AUTHOR

20. THE ROLE OF MASS MEDIA IN PROMOTING HALAL PRODUCTS IN MALAYSIA

CONVENTION OF ISLAMIC ENTREPRENEURSHIPS 2007

2007

PROCEEDING

NON-INDEX

MAIN AUTHOR

PUBLICATION

21. TAHAP KEFAHAMAN DAN KEMAHIRAN ICT DALAM KALANGAN PELAJAR-PELAJAR BERPENDIDIKAN AGAMA

NATIONAL CONFERENCE OF SCIENCE, TECHNOLOGY AND SOCIAL SCIENCES

2006

PROCEEDING

NON-INDEX

MAIN AUTHOR

22. KESAN PERISTIWA 11 SEPTEMBER 2001 TERHADAP SISTEM KEWARTAWANAN DUNIA

BICARA MEDIA 2

2006

CHAPTER IN BOOK

MAIN AUTHOR

CONSULTATION

1. PENGUBAL SOALAN PEPERIKSAAN PERKHIDMATAN, PENOLONG PENERBIT RANCANGAN (GRED B19)

JABATAN PENDAFTAR, USIM

2023

UNIVERSITY

2. GERAN PENJANA KPT - CAP - CAREER ADVANCEMENT PROGRAMME

PUSAT ALUMNI DAN KERJAYA, USIM

2023

NATIONAL

3. PAKAR RUJUK INSTRUMEN KAJIAN PEMBANGUNAN MODEL DAN MODUL PELAKSANAAN AUDIT KOMUNIKASI DAN KEBERKESANAN MEDIA

LEMBAGA HASIL DALAM NEGERI MALAYSIA (LHDNM)

2023

NATIONAL

4. PANEL PENILAIAN CALON BAGI ANUGERAH KREATIVITI, SENI DAN BUDAYA 2017

USIM

2018

UNIVERSITY

5. JURI PERTANDINGAN VIDEO PENDEK ANJURAN BERSAMA PROGRAM KOMUNIKASI DAN MAJLIS PERBANDARAN NILAI

MAJLIS PERBANDARAN NILAI

2018

OTHERS

AWARDS/RECOGNITION

1. STAF CONTOH

2024

OTHERS

2. EXPLORING MEDIA CONTENT STRATEGIES THROUGH INTERACTIVE AND ENGAGING TOOL FOR EDUCATION

Pertandingan Inovasi FKP 2024

2024

UNIVERSITY

SILVER

AWARDS/RECOGNITION

3. PEMBINAAN MODUL DAKWAH DAN PROMOSI PERKHIDMATAN MAINS (ONLINE) Pertandingan Inovasi FKP 2024 2024 UNIVERSITI GOLD
4. PEMBINAAN MODUL PEMBIMBING MEDIA ISLAMI Pertandingan Inovasi FKP 2024 2024 UNIVERSITI GOLD
5. LIGHT, CAMERA, ANALYZE!: AN E-GUIDE FOR FILM ANALYSIS Pertandingan Inovasi FKP 2024 2024 UNIVERSITI GOLD