Profile Image

DR. WESAM A.M ALMAHALLAWI

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CONTACT

PHONE

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FACULTY

Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

	COMPLETED	ONGOING
PhD	0	10
Master	1	0

AREAS OF EXPERTISE

ACADEMIC QUALIFICATION

- 2019 **PhD** - Media (broadcasting)
- 2013 **Master** - Education (curriculum And Methodology)
- 2008 **Diploma Lanjutan** - Education
- 2006 **Bachelor** - Electrical Engineering (electronic And Communications)

RESEARCH

1. **CONTENT AND ENGAGEMENT IN DIGITAL HEALTH CAMPAIGNS: A SOCIAL MEDIA ANALYSIS FROM JORDAN**
   2025 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

2. **ENHANCING LANGUAGE LEARNING EXPERIENCE THROUGH GAMIFICATION IN VIRTUAL REALITY SIMULATIONS**
   2024 | GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) | ON GOING | CO-RESEARCHER

3. **THE TRENDING TOPICS ON MALAYSIAN AND PALESTINIAN SOCIAL MEDIA PLATFORMS AND THEIR ROLE IN FORMING AUDIENCE ORIENTATIONS, PERCEPTIONS AND KNOWLEDGE**
   2023 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

PUBLICATION

1. FRAMING NEWS IN THE TIME OF WAR: A COMPARATIVE STUDY BETWEEN INTERNATIONAL AND REGIONAL TELEVISIONS

SEARCH: JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

2. RECRUITING FACULTY MEMBERS AT THE UNIVERSITY OF THE EMIRATES FOR THE IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE APPLICATIONS IN THE EDUCATIONAL PROCESS: "A FIELD STUDY WITHIN THE FRAMEWORK OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY "

ARID INTERNATIONAL JOURNAL OF SOCIAL SCIENCES AND HUMANITIES (AIJSSH)

2024 JOURNAL OTHER DATABASE CO-AUTHOR

3. RECRUITING FACULTY MEMBERS AT THE UNIVERSITY OF THE EMIRATES FOR THE IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE APPLICATIONS IN THE EDUCATIONAL PROCESS: "A FIELD STUDY WITHIN THE FRAMEWORK OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY "

ARID INTERNATIONAL JOURNAL OF SOCIAL SCIENCES AND HUMANITIES (AIJSSH)

2024 JOURNAL OTHER DATABASE CO-AUTHOR

4. THE IMPACT OF SOCIAL MEDIA OF THE MINISTRY OF INTERIOR IN REDUCING CYBERCRIME IN THE UNITED ARAB EMIRATES: COMMUNITY AWARENESS AS A MEDIATING VARIABLE

IJASOS- INTERNATIONAL E-JOURNAL OF ADVANCES IN SOCIAL SCIENCES

2024 JOURNAL OTHER DATABASE CO-AUTHOR

5. PUBLIC RELATIONS EMPLOYMENT OF SMART MOBILE APPLICATIONS AS A MEAN OF COMMUNICATION WITH THE PUBLIC: AN ANALYTIC STUDY ON UAE GOVERNMENT APPLICATIONS USING DIALOGUE THEORY

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2024 JOURNAL OTHER DATABASE CO-AUTHOR

6. THE IMPACT OF BULLYING ON SCHOOL STUDENTS IN THE UNITED ARAB EMIRATES: AN APPLIED STUDY IN KALBA SCHOOLS

PERDANA : INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

7. EMPLOYING FACULTY MEMBERS AT EMIRATES UNIVERSITY FOR APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN THE EDUCATIONAL PROCESS ?A FIELD STUDY WITHIN THE FRAMEWORK OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY"

ARID INTERNATIONAL JOURNAL OF SOCIAL SCIENCES AND HUMANITIES (AIJSSH)

2023 JOURNAL OTHER DATABASE CO-AUTHOR

8. EDUCATIONAL ARRANGEMENTS TOWARD HUMAN CAPITAL DEVELOPMENT: EVIDENCE FROM THE MALAYSIAN AND JORDANIAN UNIVERSITIES

SOCIAL SCIENCE RESEARCH NETWORK

2023 JOURNAL OTHER DATABASE CO-AUTHOR

9. THE ISRAELI-PALESTINIAN CONFLICT DECADES OF ANARCHY, AGONY, AND TRAGEDY

2023 BOOK MAIN AUTHOR

PUBLICATION

10. UTILIZING DIGITAL DIPLOMACY IN THE ISRAELI DISCOURSE TO INFLUENCE ARAB PUBLIC OPINION DURING THE ISRAELI AGGRESSION ON GAZA 2021

BALTIC JOURNAL OF LAW AND POLITICS

2022 JOURNAL SCOPUS CO-AUTHOR

11. THE CONTENTS OF THE EDITORIAL IN THE DAILY PALESTINIAN NEWSPAPERS

BALTIC JOURNAL OF LAW AND POLITICS

2022 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

12. FRAMING OF COVID-19 PANDEMIC NEWS IN MALAYSIAN LOCAL NEWSPAPERS

MALAYSIAN JOURNAL OF COMMUNICATION

2022 JOURNAL ISI AND SCOPUS MAIN AUTHOR

13. HAMAS MEDIA PORTRAYAL OF CULTURAL AND HISTORICAL HERITAGE OF PALESTINIAN: A CASE STUDY OF AL-AQSA TELEVISION CHANNEL

MULTICULTURAL EDUCATION

2021 JOURNAL SCOPUS CO-AUTHOR

14. ROLE OF MEDIA PROFESSIONALS IN NEWS PRODUCTION ON AL HAYAT RADIO AND RADIO JORDAN ON THE CREDIBILITY OF MEDIA NEWS: A COMPARATIVE STUDY

AL-I?LAM ? JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2021 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

15. THE EFFECT OF THE SKILLS THAT NEWS DIRECTORS POSSESS IN PRODUCING THE NEWS MATERIAL IN RADIO HAYAT AND JORDANIAN RADIO ON THE RELIABILITY OF THE MEDIA NEWS: A COPARATIVE STUDY

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

16. THE EXTENT TO WHICH NEWS DIRECTORS AT THE JORDAN RADIO AND TELEVISION CORPORATION ADHERE TO INTERNATIONAL MEDIA STANDARDS

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021

2021 PROCEEDING NON-INDEX MAIN AUTHOR

17. TREATMENT OF ARABIC-SPEAKING TURKISH NEWSPAPERS WEBSITES OF THE ?DEAL OF THE CENTURY? A COPARATIVE ANALYTICAL STUDY

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

18. CONTENT ANALYSIS OF INTERNATIONAL MEDIA ON NEWS REPORTAGE OF 2014 WAR BETWEEN PALESTINE AND ISRAEL

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

19. THE CONTENTS OF THE EDITORIAL IN THE DAILY PALESTINIAN NEWSPAPERS

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021

2021 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

20. THE ISRAELI DIGITAL DIPLOMACY ON FACEBOOK: AN ANALYSIS OF ISRAELI FACEBOOK PAGE FOR THE ARAB AUDIENCE

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021)

2021 PROCEEDING NON-INDEX CO-AUTHOR

21. UTILIZING DIGITAL DIPLOMACY IN THE ISRAELI DISCOURSE TO INFLUENCE ARAB PUBLIC OPINION DURING THE ISRAELI AGGRESSION ON GAZA 2021

3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021)

2021 PROCEEDING NON-INDEX CO-AUTHOR

22. 3RD INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2021)

2021 BOOK CHIEF EDITOR

23. MEDIA LITERACY AND SOCIAL MEDIA CONTENTS ON TERRORISM: A PUBLIC RELATIONS ROLE PLAYED BY SAKINA PROGRAM IN SAUDI ARABIA

MULTI-KNOWLEDGE ELECTRONIC COMPREHENSIVE JOURNAL FOR EDUCATION AND SCIENCE PUBLICATIONS(MECSJ)

2020 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

24. BETWEEN THE SECULAR AND THE NATIONAL: REPRESENTATIONS OF JERUSALEM IN THE MEDIA COVERAGE OF FATAH-AFFILIATED PALESTINE SATELLITE CHANNEL

-MULTI-KNOWLEDGE ELECTRONIC COMPREHENSIVE JOURNAL FOR EDUCATION AND SCIENCE PUBLICATIONS (MECSJ)

2020 JOURNAL OTHER DATABASE CO-AUTHOR

25. 50 DAYS OF WAR ON INNOCENT CIVILIAN: MA?AN NEWS AGENCY COVERAGE OF ISRAELI AND PALESTINIAN CONFLICT

INTERNATIONAL JOURNAL OF ENGINEERING AND TECHNOLOGY(UAE)

2018 JOURNAL SCOPUS MAIN AUTHOR

CONSULTATION

1. DEVELOPING A PLAN TO ESTABLISH A DIGITAL RADIO FOR QURAN

AL SAFA ACADEMY

2020 NATIONAL

AWARDS/RECOGNITION

1. TELAH DIANUGERAHKAN STAF CONTOH FAKULTI KEPIMPINAN DAN PENGURUSAN BAGI BULAN NOVEMBER 2025

2025 UNIVERSITY

2. APPOINTMENT AS THE ACADEMIC PROMOTION AMBASSADOR OF UNIVERSITISAINS ISLAM MALAYSIA (USIM)

2025 UNIVERSITY

AWARDS/RECOGNITION

3. CERTIFICATE OF APPRECIATION FROM UNISBA UNIVERSITY ISLAM BANDUNG

2025 INTERNATIONAL

4. CERTIFICATE OF APPRECIATION FROM UNISBA UNIVERSITY ISLAM BANDUNG

2025 INTERNATIONAL

5. CERTIFICATE OF APPRECIATION FROM UNISBA UNIVERSITY ISLAM BANDUNG

2025 INTERNATIONAL

6. CERTIFICATE OF APPRECIATION FROM UNISBA UNIVERSITY ISLAM BANDUNG

2025 INTERNATIONAL

7. ACADEMIC ADVISOR

USIM

2025 UNIVERSITY

8. ACADEMIC ADVISOR

UNISBA UNIVERSITY

2025 INTERNATIONAL

9. ACADEMIC ADVISOR

ATLAS TRADING (M) SDN PHD

2024 UNIVERSITY

10. ACADEMIC ADVISOR

UTUSAN TV

2024 UNIVERSITY

11. VISITING PROFESOR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA (UMY)

2024 INTERNATIONAL

12. VISITING PROFESOR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA (UMY)

2023 INTERNATIONAL

13. VISITING PROFESOR

UNIVERSITAS ISLAM BANDUNG

2022 INTERNATIONAL

14. STAF CONTOH

2021 UNIVERSITY

15. SIJIL PENGHARGAAN DENGAN SUKACITANYAATAS SUMBANGAN SEBAGAI PANEL QUALIFYING TEST (QT) DAN PRE-EXAM INTERNAL EXAMINAR

2021 UNIVERSITY