



MUHAMAD ZAKI BIN MUSTAFA

PENSYARAH UNIVERSITI DS13

CONTACT

Phone: 8290

E-mail:
zaki@usim.edu.my

Faculty: Fakulti
Kepimpinan Dan
Pengurusan

SUPERVISION

PhD - Completed: 0, Ongoing: 0

Master - Completed: 0,
Ongoing: 0

AREAS OF EXPERTISE

Public Relations (including Strategic Communication, Corporate Communication And Persuasion)

Public Relations In Marketing

Public Relations And Advertising

ACADEMIC QUALIFICATION

Master in Komunikasi Korporat (2006)

Bachelor in Komunikasi (2003)

RESEARCH

1. CULTURAL DISCOURSES IN "MENTEGA TERBANG" FILM: A RECEPTION ANALYSIS AMONG MALAYSIAN AND INDONESIAN STUDENTS ON GENDER, RELIGION, POLITICS AND CULTURAL BACKGROUND

2024 GERAN SEPADAN ANTARABANGSA ON GOING CO-RESEARCHER

2. ANALYZING PERSUASIVE STRATEGIES OF INDONESIAN PRESIDENT JOKOWI AND MALAYSIAN PRIME MINISTER ANWAR IBRAHIM ON SOCIAL MEDIA: A COMPARATIVE STUDY USING THE ELABORATION LIKELIHOOD MODEL

2024 GERAN SEPADAN ANTARABANGSA ON GOING CO-RESEARCHER

3. ANALYZING SOCIAL MEDIA ENGAGEMENT AMONG MINISTRY IN MALAYSIA AND INDONESIA: COMPARATIVE STUDY USING FOUR PR MODELS- THE PRESS AGENCY, PUBLIC INFORMATION, TWO-WAY ASYMMETRICAL, AND TWO SYMMETRICAL MODEL

2024 GERAN SEPADAN ANTARABANGSA ON GOING MAIN RESEARCHER

4. THE USAGE OF SOCIAL MEDIA AS A MEAN OF DA'WAH BY THE MALAYSIAN AND INDONESIA NGO: A COMPARATIVE STUDY OF ANGKATAN BELIA ISLAM MALAYSIA (ABIM) AND PEMUDA MUHAMMADIYAH OF WEST JAVA, BANDUNG INDONESIA

2021 GERAN SEPADAN ANTARABANGSA COMPLETED CO-RESEARCHER

**5. EXPLORING PRACTICE, ENGAGEMENT AND STRATEGY OF
PUBLIC COMMUNICATION ON INSTAGRAM BY MALAYSIAN
AND INDONESIAN GOVERNMENT MINISTRIES**

2021 GERAN SEPADAN ANTARABANGSA COMPLETED MAIN
RESEARCHER

RESEARCH

6. LOCAL CULTURE ON COVID 19 GOVERNMENT CAMPAIGN IN INDONESIA AND MALAYSIA (ETHNOGRAPHIC STUDY OF COMMUNICATION ABOUT COVID 19 GOVERNMENT CAMPAIGNS ON SOCIAL MEDIA)

2021 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

7. PENERBITAN VIDEO/FUTEJ DAN GAMBAR - PROJEK PENERBITAN E-BROSUR TARIKAN PELANCONGAN DI NEGERI SEMBILAN DALAM PRODUK PROMOSI MELAWAT MALAYSIA 2020

2019 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

8. PEMBANGUNAN MODEL BAHARU PENCEGAHAN PENGHINAAN AGAMA ISLAM DI MEDIA SOSIAL

2019 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

9. AGENDA SETTING AND TWITTER : A STUDY OF #PRU14

2018 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

10. DEVELOPING ACROSTIC MODEL FOR JOURNALISM STUDENTS IN REPORTING NEWS RELATED TO ISLAM/MUSLIMS : A WAY TO SUSTAIN THE POSITIVE REPORTING ON ISLAM/MUSLIMS ISSUES

2018 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

11. KAJIAN TERHADAP FAKTOR YANG MEMPENGARUHI KEPUTUSAN PELAJAR DAN IBU BAPA MEMILIH UNIVERSITI SAINS ISLAM MALAYSIA

2013 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

12. MODEL DIALOG ANTARA AGAMA DI MALAYSIA DARI PERSPEKTIF ISLAM.

2012 GERAN KPT COMPLETED CO-RESEARCHER

13. PEMBANGUNAN MODEL PELAPORAN AKHBAR HARIAN TEMPATAN DI SARAWAK DARI PERSPEKTIF PEMBACA

2012 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

14. PENYELIDIKAN PROMOSI DAN PEMASARAN USIM OLEH BAHAGIAN KOMUNIKASI KORPORAT DAN PERHUBUNGAN ANTARABANG

2011 GERAN PENYELIDIKAN FUNDAMENTAL COMPLETED MAIN RESEARCHER

15. PENGARUH FACEBOOK TERHADAP PEMBENTUKAN NILAI AKIDAH REMAJA MUSLIM DI WILAYAH PERSEKUTUAN

2011 GERAN PENYELIDIKAN FUNDAMENTAL COMPLETED MAIN RESEARCHER

16. THE EMERGENCE OF MUSLIM IDEOLOGY IN THE REPORTING OF PALESTINIAN AND ISRAELI CONFLICT : A STUDY ON AL JAZEERA NEWS

2009 GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN COMPLETED MAIN RESEARCHER

PUBLICATION

1. FACEBOOK ENGAGEMENT IN MALYSIAN MINISTRY 2024

COMMICAST

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

2. HUDUD OH HUDUD: AN ANALYSIS OF THE DISCOURSE ON SHARIA LAW IN ENGLISH MALYSIAN NEWS PORTALS

SEARCH JOURNAL OF MEDIA & COMMUNICATION

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

3. FRAMING FAITH: ANALYSING THE INFLUENCES ON MALYSIAN MEDIA COVERAGE OF RELIGIOUS CONFLICTS

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

4. ISLAM DAN MEDIA DI MALAYSIA: PEMAPARAN ISU HUDUD 75 DI PORTAL ONLINE DI MALAYSIA

4TH INTERNATIONAL CONFERENCE ON ISLAMMEDIA AND COMMUNICATION ICIMAC 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

5. AUDIENCE ANALYSIS OF RADIO IKIM AND ZAYAN FM

ICIMAC 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

6. ISLAM DAN MEDIA DI MALAYSIA:PEMAPARAN ISU HUDUD DI PORTAL ONLINE DI MALAYSIA

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

2024 PROCEEDING NON-INDEX MAIN AUTHOR

7. CONTENT ANALYSIS OF FACEBOOK ENGAGEMENT IN MALYSIAN MINISTRY

SAIS 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

8. MEDIA FREEDOM IN REPORTING ON RACE, CULTURE, AND RELIGION IN MALAYSIA

SAIS 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

9. PENILAIAN AKIDAH DAN SYARIAH: PERSPEKTIF TERHADAP FILEM ?MENTEGA TERBANG?

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2024

2024 PROCEEDING NON-INDEX CORRESPONDING AUTHOR

10. HIERARCHY OF INFLUENCES IN REPORTING RELIGIOUS COFLICTS IN MALYSIAN MEDIA

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION

2024 PROCEEDING NON-INDEX MAIN AUTHOR

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

JURNAL KOMUNIKASI: MALYSIAN JOURNAL OF COMMUNICATION

2023 JOURNAL SCOPUS CO-AUTHOR

12. MALYSIAN MUSLIMS? COMMUNICATION CULTURE AT THE VERGE OF NEW MEDIA FRONTIERS

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2023 JOURNAL ERA CO-AUTHOR

13. INTERNET, MEDIA SOSIAL DAN PERHUBUNGAN AWAM

SAIS 2023

2023 PROCEEDING OTHER DATABASE MAIN AUTHOR

PUBLICATION

14. ANALISIS PENGLIBATAN FACEBOOK DI KEMENTERIAN MALAYSIA

SAIS 2023

2023 PROCEEDING OTHER DATABASE MAIN AUTHOR

15. THE EFFECT OF COVID-19 ON THE REPRESENTATION OF ISLAM AND MUSLIMS BY MALAYSIKINI

INTERNATIONAL LANGUAGE & EDUCATION CONFERENCE 2023 (ILEC'23)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

16. WACANA AKHBAR ARUS PERDANA MENGENAI KONFLIK ANTARA ISLAM DAN GOLONGAN MINORITI DI MALAYSIA: ANALISIS TERHADAP ISU PENGANJURAN PESTA ARAK

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS) 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

17. SELF-AWARENESS ON FAKE NEWS AMONG YOUTHS

SAIS 2023

2023 PROCEEDING NON-INDEX CO-AUTHOR

18. MENEROKA POTENSI MAQASID AL-SHARIAH DALAM PELANCONGAN ISLAM MELALUI PENGEMBARAAN IBN BATTUTA: SATU KAJIAN KONSEPTUAL DALAM PELANCONGAN ISLAM

SWAT INTERNATIONAL CONFERENCE

2023 PROCEEDING MYCITE MAIN AUTHOR

19. EXPLORING PRACTICE AND ENGAGEMENT OF INSTAGRAM BY MALAYSIA MINISTRIES DURING COVID-19

JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

2022 JOURNAL SCOPUS MAIN AUTHOR

20. SOCIAL MEDIA USAGE AND EFFECT ON FACE TO FACE INTERACTION AMONG UNIVERSITY STUDENT

INTERNATIONAL CONFERENCE ON AQIDAH, RELIGIONS AND SOCIAL SCIENCES (SIGMA12)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

21. ISLAM, HUMAN RIGHTS AND THE MEDIA IN MALAYSIA: A CRITICAL DISCOURSE ANALYSIS ON ONLINE NEWSPAPERS' REPORTING ON THE ISSUE OF ORGANIZING THE "SEKSUALITI MERDEKA" PROGRAM

INTERNATIONAL CONFERENCE ON AQIDAH, RELIGIONS AND SOCIAL SCIENCES (SIGMA12)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

22. RESPON NETIZEN NON-MUSLIM TERHADAP KES TANGKAPAN HINA NABI MUHAMMAD DI MEDIA SOSIAL

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

23. PERSEPSI PEMIMPIN TERHADAP PUNCA PENGHINAAN AGAMA ISLAM DI MEDIA SOSIAL DAN LANGKAH PENCEGAHANNY

SEMINAR ANTARABANGSA FALSAFAH, TAMADUN, ETIKA DAN TURATH ISLAMI (I-STET 2022)

2022 PROCEEDING MYCITE MAIN AUTHOR

24. LOCAL CONTENT ON INSTAGRAM AS PUBLIC CAMPAIGN MEDIA OF MAJLIS BANDARAYA SEREMBAN, NEGERI SEMBILAN, MALAYSIA AND BANDUNG CITY GOVERNMENT, BANDUNG, INDONESIA

ULUM ISLAMIYYAH JOURNAL

2021 JOURNAL ERA MAIN AUTHOR / CONTACT PERSON IN USIM

25. MEMAHAMI ASPEK PENGHINAAN TERHADAP AGAMA ISLAM DI 58 MALAYSIA

THE INTERNATIONAL CONFERENCE ON DA?WAH AND ISLAMIC MANAGEMENT 2021 IC-DAIM 2021

2021 PROCEEDING NON-INDEX CO-AUTHOR

26. STRATEGI PERHUBUNGAN AWAM DI MALAYSIA

2021 BOOK MAIN AUTHOR

PUBLICATION

27. 3RD INTERNATIONAL CONFERENCE ISLAMIC MEDIA AND COMMUNICATION 2021 (ICIMAC2021)

2021 BOOK EDITOR

28. PERHUBUNGAN AWAM, MEDIA SOSIAL, ETIKA KERJA ISLAM SERTA TREND PENGGUNAAN MEDIA SOSIAL DI SEKTOR AWAM KEMENTERIAN DI MALAYSIA

ABQARI : JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITY

2020 JOURNAL MYCITE CORRESPONDING AUTHOR

29. GUEST EDITORS? NOTE: THE ROLES OF MUSLIM SCHOLARS IN DISSEMINATING THE QUINTESSENCE OF BARAKAH THROUGH MULTI-DISCIPLINARY KNOWLEDGE.

ABQARI : JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITY

2020 JOURNAL MYCITE CO-AUTHOR

30. MEDIA PRACTITIONERS? PERSPECTIVE ON NEWS MEDIA REPORTING OF ISLAM AND MUSLIMS: A ROOM FOR IMPROVEMENT THROUGH A FORMULATION OF WRITING NEWS GUIDELINE

AL ABQARI: JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2020 JOURNAL MYCITE CO-AUTHOR

31. EXAMINING THE ISSUE OF ISLAM AND MUSLIMS IN THE MEDIA: A PERSPECTIVE OF MALAYSIAN MEDIA PRACTITIONERS

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2020 JOURNAL ERA CO-AUTHOR

32. GUEST EDITORS? NOTE: THE ROLES OF MUSLIM SCHOLARS IN DISSEMINATING THE QUINTESSENCE OF BARAKAH THROUGH MULTI-DISCIPLINARY KNOWLEDGE

AL-ABQARI

2020 JOURNAL MYCITE CO-AUTHOR

33. PAY SATISFACTION AMONGST ACADEMICS IN MALAYSIAN UNIVERSITIES

INTERNATIONAL JOURNAL OF COMMUNICATION, MANAGEMENT AND HUMANITIES (IJCOMAH)

2020 JOURNAL OTHER DATABASE CO-AUTHOR

34. PERHUBUNGAN AWAM REVOLUSI 4.0 : IMPLIKASI, PROSPEK DAN SOLUSI MASA DEPAN

3RD INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE 2020 (SAIS 2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

35. PERHUBUNGAN AWAM REVOLUSI 4.0 : IMPLIKASI, PROSPEK DAN SOLUSI MASA DEPAN

3RD INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE 2020 (SAIS 2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

36. THE EFFECT OF GENDER, AGE AND TENURE ON SATISFACTION TOWARDS CO-WORKERS AMONG ACADEMICS IN MALAYSIAN PUBLIC UNIVERSITIES

ABQARI : JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITY

2019 JOURNAL MYCITE CO-AUTHOR

37. FACEBOOK, TWITTER DAN INSTAGRAM SEBAGAI PLATFORM MEDIA BAHARUDALAM KALANGAN UNIT PERHUBUNGAN AWAM KEMENTERIAN DI MALAYSIA

INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION : ICIMAC II 2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

38. HOW HAPPY ARE ACADEMICS IN MALAYSIAN HIGHER EDUCATIONAL INSTITUTIONS WITH THEIR COMMUNICATION SATISFACTION?

SEMINAR SERANTAU PENGAJIAN TINGGI ISLAM (SEIPTI) (2019 : BANDAR SERI BEGAWAN)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

39. THE DEVELOPMENT OF ACROSTIC MODEL AS A GUIDELINE IN NEWS WRITING FROM ISLAMIC PERSPECTIVES

SEMINAR SERANTAU PENGAJIAN TINGGI ISLAM (SEIPTI) (2019 : BANDAR SERI BEGAWAN)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

40. SOCIAL MEDIA AS A DAKWAH MEDIUM YOUTH MUHAMMADIYAH WEST JAVA

INTERNATIONAL CONFERENCE ON ISLAM MEDIA AND COMMUNICATION ICIMAC2

2019 PROCEEDING NON-INDEX CO-AUTHOR

41. MIXED METHOD ANALYSIS ON COMMUNICATION SATISFACTION IN HIGHER EDUCATION.

INTERNATIONAL CONFERENCE ON DAKWAH AND ISLAMIC MANAGEMENT IC-DAIM 2019

2019 PROCEEDING NON-INDEX CO-AUTHOR

42. SOCIAL MEDIA TECHNOLOGY AND ITS IMPACT ON PUBLIC RELATIONS IN MALAYSIAN PUBLIC SECTOR

COMMUNICATION TECHNOLOGY DEVELOPMENT

2019 CHAPTER IN BOOK MAIN AUTHOR

43. ISLAMIC ARTICLE IN MAINSTREAM NEWSPAPER DURING SYA'BAN, RAMADAN AND SYAWAL 2018/1439H : BERITA HARIAN AND UTUSAN MALAYSIA

SEIPTI 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

44. PENGARUH FACEBOOK TERHADAP PEMBENTUKAN NILAI AKIDAH REMAJA MUSLIM DI MALAYSIA

SEMINAR KEBANGSAAN PENGAJIAN AKIDAH DAN AGAMA 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

45. SOCIAL MEDIA IN PUBLIC RELATIONS

NATIONAL CONFERENCE ON THE SCIENCES AND SOCIAL SCIENCES 2018 (NACOSS ?????8)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

46. PAY SATISFACTION AMONG ACADEMICS IN MALAYSIAN PUBLIC UNIVERSITIES

AID CONFERENCE

2018 PROCEEDING NON-INDEX CO-AUTHOR

47. E-PROCEEDING SEMINAR SERANTAU PENDIDIKAN TINGGI ISLAM KE-5 (SEIPTI 2018)

2018 BOOK EDITOR

48. CHAPTER 7: SOCIAL MEDIA IN PUBLIC RELATIONS

THE NEW MEDIA ASCENT

2018 CHAPTER IN BOOK MAIN AUTHOR

49. FACEBOOK AS A SOCIAL MEDIA TOOLS AMONG MUSLIM YOUTH IN MALAYSIA

AMERICAN INTERNATIONAL JOURNAL OF SOCIAL SCIENCE

2013 JOURNAL OTHER DATABASE MAIN AUTHOR

50. FACEBOOK USAGE AMONG MUSLIM YOUTH IN MALAYSIA

2013 INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES AND BUSINESS

2013 PROCEEDING NON-INDEX MAIN AUTHOR

51. DIALOG ANTARA AGAMA: MENURUT PANDANGAN PRESIDEN INSAF DR. AMIR FARID BIN DATO ISAHAK

SIGMA 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

52. DIALOG ANTARA AGAMA: SATU PENGALAMAN DI MALAYSIA

SIGMA 2013

2013 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

53. PENGALAMAN NGO ISLAM (A COMMON WORD) DALAM DIALOG ANTARA AGAMA

SEIPTI 2013

2013 PROCEEDING NON-INDEX CO-AUTHOR

54. ANTI-DRUG CAMPAIGNS AND COMMUNICATION STRATEGIES TO INCREASE AWARENESS ABOUT THE DANGERS OF DRUG ABUSE IN MALAYSIA

INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE ICSSB

2013 PROCEEDING NON-INDEX CO-AUTHOR

55. LAPORAN TAHUNAN 2012

2013 BOOK EDITOR

56. THE EMERGENCE OF MUSLIM IDEOLOGY IN THE REPORTING OF PALESTINIAN AND ISRAELI CONFLICT: A STUDY ON AL-JAZEERA NEWS

ULUM ISLAMIYAH

2012 JOURNAL WOS MAIN AUTHOR

57. ❖WHICH ONE IS MY PREFERRED IVORY TOWER?❖ AN ANALYSIS AMONG ISLAMIC SECONDARY SCHOOL STUDENTS IN MALAYSIA

INTERNATIONAL JOURNAL OF BUSINESS, HUMANITIES AND TECHNOLOGY

2012 JOURNAL WOS MAIN AUTHOR

58. STRATEGI DAN PROMOSI INSTITUSI PENGAJIAN TINGGI ISLAM DI MALAYSIA: SATU KAJIAN KES DI USIM

SEMINAR SERANTAU INSTITUSI PENGAJIAN TINGGI ISLAM 2012 (SEIPTI 2012)

2012 PROCEEDING NON-INDEX MAIN AUTHOR

59. LEADING CREATIVITY THROUGH THE WEB:PUBLIC RELATIONS PERSPECTIVE

INTERNATIONAL CONFERENCE ON ISLAMIC LEADERSHIP- ICIL-2

2012 PROCEEDING NON-INDEX MAIN AUTHOR

60. TRANSFORMASI DALAM KEPIMPINAN INSTITUSI KELUARGA

INTERNATIONAL CONFERENCE ON ISLAMIC LEADERSHIP - ICIL-2

2012 PROCEEDING NON-INDEX MAIN AUTHOR

61. PRELIMINARY FINDINGS ON THE USE OF ANTI-DRUG CAMPAIGNS AND COMMUNICATION STRATEGIES TO INCREASE AWARENESS ABOUT THE DANGERS OF DRUG ABUSE IN MALAYSIA

THE ASIAN CONFERENCE ON THE SOCIAL SCIENCES 2012

2012 PROCEEDING NON-INDEX CO-AUTHOR

62. LAPORAN TAHUNAN 2011

2012 BOOK MAIN AUTHOR

63. MAJALAH ISLAM SEBAGAI MEDIUM DAKWAH

KEPIMPINAN DAN PENGURUSAN : DAKWAH .MEDIA DAN ILMU

2012 CHAPTER IN BOOK MAIN AUTHOR

64. PANDANGAN MASYARAKAT UMUM TERHADAPA INSTITUSI PENGAJIAN TINGGI AWAM YANG BERASASAKAN ISLAM DI MALAYSIA: SATU KAJIAN AWAL DI USIM

SEMINAR TRANSFORMASI SISTEM PENGURUSAN ISLAM DI MALAYSIA

2011 PROCEEDING NON-INDEX MAIN AUTHOR

65. REPRESENTASI ISLAM DALAM MEDIA

2011 BOOK EDITOR

PUBLICATION

66. PROGRAM TELEVISYEN YANG BERUNSURKAN ISLAM DI MALAYSIA

REPRESENTASI ISLAM DALAM MEDIA

2011

CHAPTER IN BOOK

MAIN AUTHOR

67. ISLAMIC ARTICLE IN MALAYSIA MAINSTREAM NEWSPAPER

INTERNATIONAL CONFERENCE ON DA'AWAH AND ISLAMIC MANAGEMENT (ICDAIM 2010)

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

68. KEMANA ARAH MAJALAH ISLAM?

SEMINAR KEPIMPINAN DAN PENGURUSAN 2010

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

69. ISLAMIC ARTICLE IN MALAYSIA MAINSTREAM NEWSPAPER IN MALAYSIA

INTERNATIONAL CONFERENCE ON DA'AWAH AND ISLAMIC MANAGEMENT (ICDAIM 2010)

2010

PROCEEDING

NON-INDEX

EDITOR

CONSULTATION

1. PENYELARAS PROGRAM PENJANA KPT-CAP-CAREER ADVANCEMENT (KPT-CAP) USIM

PUSAT ALUMNI DAN KERJAYA

2023 NATIONAL

2. PENILAI JURNAL UNTUK MANUSKRIP PENGURUSAN PROTOKOL SUSUNAN KEUTAMAAN DALAM KONTEKS PERHUBUNGAN AWAM DI NEGERI SELANGOR

PERBADANAN ADAT MELAYU DAN WARISAN NEGERI SELANGOR

2012 NATIONAL

3. PROJEK KONSULTASI DAN KAJIAN TAHAP KEBERKESANAN PROGRAM PENDIDIKAN PENCEGAHAN DADAH (PPDA) SAHABAT PETRONAS DI SEKOLAH BANTUAN KERAJAAN DI MALAYSIA

PETRONAS/KEMENTERIAN PENDIDIKAN MALAYSIA

2012 NATIONAL

4. PENILAIAN ANUGERAH MAPIM 2010- KATEGORI MAKALAH JURNAL TERBAIK (KEMANUSIAN DAN SOSIAL) PENILAI PAKAR BIDANG- TAJUK JURNAL-KONSEP INSAN MENURUT ACUAN MALAYSIA

MAJLIS PENERBITAN ILMIAH MALAYSIA (MAPIM)

2011 NATIONAL

5. PROJEK PERUNDINGAN -KHIDMAT KEPAKARAN EKSEKUTIF PEMBIMBING IBADAH HAJI 2024

TABUNG HAJI

International

6. PROJEK PERUNDINGAN - KHIDMAT KEPAKARAN: TAQADUM 2024

ANDALUSIA TRAVEL AND TOURS SDN BHD

International

AWARDS/RECOGNITION

1. ESTABLISHING AN ONLINE HUB FOR MUSLIM AUDIENCE DIALOGUE ON RELIGIOUS AND RACIAL THEMES IN FILMS

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITI GOLD

2. ENHANCING GOVERNMENT TRANSPARENCY AND PUBLIC ENGAGEMENT THROUGH AI-DRIVEN SOCIAL MEDIA IN DIGITAL GOVERNANCE

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITI BRONZE

3. GAMIFIED CYBERSECURITY TRAINING

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI GOLD

4. CYBERSAFE: INTERACTIVE AWARENESS CAMPAIGN FOR CYBERSECURITY

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI SILVER

5. ANUGERAH MOBILITI -KERJASAMA PENGAJARAN DAN PEMBELAJARAN USIM-UMY

2023 UNIVERSITY

6. ANUGERAH PERKHIDMATAN SETIA 15 TAHUN USIM

2023 UNIVERSITY

7. ANUGERAH PERKHIDMATAN SETIA 15 TAHUN FKP

2023 UNIVERSITY

8. STAF CONTOH BULAN JUN 2023

2023 UNIVERSITY

9. SILVER MEDAL FOR INNOVATION PROJECT GLOBAL TOURISM INNOVATION CHALLENGE GTIC 2023

2023 INTERNATIONAL

10. VISITING PROFESOR

UNIVERSITI MUHAMADIYAH YOGYAKARTA , INDONESIA

2023 INTERNATIONAL

11. "TRAVEL WITH ME" TOURISM TRAVEL APPS

Global Tourism Innovation Challenge (GTIC 2023)

2023 ANTARABANGSA SILVER

12. BEST PAPER AWARD

2022 INTERNATIONAL

13. ANUGERAH KHAS PENERBITAN

2021 UNIVERSITY

14. STAF CONTOH FAKULTI OGOS 2019

2019 UNIVERSITY

AWARDS/RECOGNITION

15. SILVER MEDAL, INNOVATION CONTEST 2019 , FKP USIM

2019 UNIVERSITY

16. PROMOSI PERLANCONGAN MENGGUNAKAN E-BROSURE: INTERAKTIF PELANCONGAN MENERUSI TEKNOLOGI AUGMENTED REALITY (AR)

INNOVATION CONTEST 2019

2019 UNIVERSITI SILVER

17. ANUGERAH PENYELIDIKAN

2013 UNIVERSITY

18. INTACT-M

23rd INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX2012)

2012 ANTARABANGSA GOLD

19. INTACT-M(R)- INTEGRATED ADDICTION COUNSELING TRAINING MODULE REVISED

INTERNATIONAL COUNSELING CONFERENCE

2011 ANTARABANGSA SILVER