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A. PERSONAL DETAILS

UMK JOIN DATE	31-Dec-2008
DATE OF APPOINTMENT FOR CURRENT POSITION	31-Dec-2008
DATE OF CONFIRMATION FOR CURRENT POSITION	07-Apr-2010
EDUCATION(S)	<ul style="list-style-type: none">• (2021) XIAMEN UNIVERSITY IJAZAH DOKTOR FALSAFAH JOURNALISM AND COMMUNICATION (ADVERTISING)• (2011) UNIVERSITI MALAYA IJAZAH SARJANA PENGAJIAN CINA• (2005) Universiti Malaya IJAZAH SARJANA MUDA Bahasa dan Sastera Pengajian Tionghoa• (2000) STPM
GROUP OF EXPERTISE	<ul style="list-style-type: none">• Market Research
AWARD(S)	<ul style="list-style-type: none">• Award Name: Anugerah Jasa Universiti Tahun 2018 (2019) Awarded by: Universiti Malaysia Kelantan• Award Name: Anugerah Jasa Pilihan (2004) Awarded by: Second Residential College (Kolej Kediaman Menara Budi), University of Malaya, Kuala Lumpur.• Award Name: Anugerah Harapan Menara Budi (2003) Awarded by: Second Residential College (Kolej Kediaman Menara Budi), University of Malaya• Award Name: L.L.B. (ext. Univ. of London) Law Scholarship Award (Sole Winner of National Level Law Essay Competition) (2002) Awarded by: Kemayan Advance Tertiary College (ATC), Kuala Lumpur & V Mag Publication Sdn. Bhd.
WORKING EXPERIENCE(S)	<ul style="list-style-type: none">• Waitress MCDONALDS (Kota Bharu, Kelantan) 10-Oct-1996-18-Oct-1996• Student Photojournalist SIN CHEW JIT POH (M) SDN. BHD. (Kelantan/Kuala Lumpur) 10-Oct-1997-31-Dec-2005• Sales Promoter The Store (Malaysia) Sdn. Bhd. 01-Feb-1999-14-Feb-1999• Temporary Teacher (Guru Sandaran) SJKC CHUNG CHENG, KOTA BHARU. 01-Jan-2001-30-Apr-2001• Survey Officer Synovate (Malaysia) Sdn. Bhd (Kuala Lumpur) 01-Apr-2004-01-Apr-2005• Advertising Executive cum Chinese Copywriter 180 Degree Communication Sdn. Bhd. (Kuala Lumpur) 02-Jun-2005-30-Aug-2005• Trained Teacher (KPLI) DG41 Kementerian Pendidikan Malaysia (Kuala Lumpur) 16-Jan-2006-05-Dec-2008
PROFESIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	<ul style="list-style-type: none"> • UBM2012 - MANDARIN LANGUAGE I • UBM2022 - MANDARIN LANGUAGE II • UBM2032 - MANDARIN LANGUAGE III
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C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	<ol style="list-style-type: none"> 1. AN ETHNOGRAPHIC OBSERVATION ON THE CULTURE OF ETHNIC MINORITIES IN YUNNAN: A COMPREHENSIVE REVIEW CO 2024-06 2. ETHNOGRAPHIC OBSERVATION OF CROSS-CULTURAL EDUCATION OF CHINESE STUDENTS IN MALAYSIA: A COMPREHENSIVE REVIEW CO 2024-06 3. DIGITAL ADVERTISING FEATURES ON CUSTOMER PURCHASE INTENTION CORRESPNDG 2021-06 4. INTERCULTURAL COMMUNICATION AMONG NON-CHINESE IN NATIONAL-TYPE CHINESE SCHOOLS: PARENTS PERSPECTIVES CORRESPNDG 2021-10-05 5. ATTITUDES AND MOTIVATION OF NON-NATIVE CHINESE LANGUAGE LEARNERS TOWARDS LEARNING CHINESE LANGUAGE CO 2022-05 6. STRATEGIES USE IN CHINESE LANGUAGE LEARNING AMONG NON-NATIVE CHINESE LANGUAGE LEARNERS IN MALAYSIA. CO 2022-11 7. INVESTIGATION OF CHINESE LANGUAGE EARNING STRATEGIES FOR JAPANESE INTERNATIONAL STUDENTS CO 2023
PROCEEDING(S)	<ol style="list-style-type: none"> 1. TUNETECH MANDARIN: MUSIC AS THE GATEWAY TOWARDS CHINESE LANGUAGE ACQUISITION CORRESPNDG 2024 2. OPTIMISING EBOOK TO OVERCOME STUDENTS' ONLINE LEARNING CHALLENGES CO 2021 3. OPTIMIZING EBOOK TO OVERCOME STUDENTS' ONLINE LEARNING CHALLENGES CO 2021 4. LANGUAGE PROFICIENCY AMONG NON-NATIVE CHINESE LANGUAGE LEARNERS: A DISCRIMINANT ANALYSIS CO 2022
BOOK(S)	
CHAPTER(S)	<ol style="list-style-type: none"> 1. FACTORS AFFECTING MALAYSIAN CONSUMERS' PERCEPTIONS OF CHINESE SMARTPHONE ADVERTISEMENTS AND THEIR IMPLICATIONS FOR OTHER SECTORS CORRESPNDG 2024
OTHER(S)	<ol style="list-style-type: none"> 1. INTERCULTURAL COMMUNICATION AMONG NON-CHINESE IN NATIONAL-TYPE CHINESE SCHOOLS: PARENTS PERSPECTIVES MAIN 2021-10-05 2. OPTIMISING EBOOK TO OVERCOME STUDENTS' ONLINE LEARNING CHALLENGES CO 2021 3. INFO NEWS UMK INTERNATIONAL (3RD EDITION - JULY-SEPT 2022) CO 2022-07-01 4. UMK INTERNATIONAL AT A GLIMPSE (EDITION 1) CO 2023-03
RESEARCH(S)	<ol style="list-style-type: none"> 1. CHINESE LANGUAGE ACQUISITION AMONG FORMER SJKC NON-CHINESE HIGH ACHIEVING LEARNER MEMBER FRGS 2021 2. CHINESE LANGUAGE ACQUISITION AMONG FORMER SJKC NON-CHINESE HIGH ACHIEVING LEARNER MEMBER FRGS 2022 3. THE HEALING PRACTICES AND WORLDVIEW OF A KELANTANESE HEALER MEMBER GRANT(I/A) 2023
SUPERVISION	<ul style="list-style-type: none"> • A STUDY OF THE ADVANCEMENT AND DEVELOPMENT OF EDUCATIONAL MANAGEMENT AND ADMINISTRATION SYSTEM IN CHINA CO SUPERVISOR FOR A PHD'S STUDENT • AN EXPERIMENTAL STUDY ON THE INFLUENCE OF PICTURE BOOK TEACHING ON CHILDRENS PROSOCIAL BEHAVIOR CO SUPERVISOR FOR A PHD'S STUDENT • AN INSTRUCTIONAL MODEL OF HEALTH SCIENCE BASED ON THE MIND BRAIN AND EDUCATION SCIENCE APPROACH CO SUPERVISOR FOR A PHD'S STUDENT • CROSS-CULTURAL EDUCATION FOR FOREIGN STUDENTS IN A CHINESE UNIVERSITY: ETHNOGRAPHIC OBSERVATIONS CO SUPERVISOR FOR A PHD'S STUDENT • EVALUATING A COMPUTER-SUPPORTED COLLABORATIVE TEACHING MODEL OF PROFESSIONAL DEVELOPMENT FOR SECONDARY VOCATIONAL TEACHERS IN A RURAL AREA CO SUPERVISOR FOR A PHD'S STUDENT • ONLINE COMMUNICATION, FRIENDSHIP AND INTIMACY AMONG YOUTH OF CHINA IN POST PANDEMIC ERA MAIN SUPERVISOR FOR A MASTER'S STUDENT • RESEARCH ON CHINESE COLLEGES MANAGEMENT AND ADMINISTRATION ON STUDENTS INTERNSHIP AND TRAINING CO SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON DEVELOPMENT AND TECHNICAL CHARACTERIZATION OF CHINESE NANXUN RAILWAY EARLY MODERN BUILDINGS CO SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON THE INFLUENCE OF LOCAL CHARACTERISTIC ART CULTURE ON 3-6 YEARS OLD CHILDREN'S EDUCATIONAL PRACTICE CURRICULUM CO SUPERVISOR FOR A PHD'S STUDENT • Research And Practice On Value-Added Evaluation Of Teachers' Professional Growth In Higher Vocational Colleges MAIN SUPERVISOR FOR A PHD'S STUDENT

	<ul style="list-style-type: none"> • THE EVOLUTION OF RARE EARTH ENTERPRISE CULTURE AND ITS RECONSTRUCTION UNDER THE VISION OF A COMMUNITY WITH A SHARED FUTURE FOR MANKIND CO SUPERVISOR FOR A PHD'S STUDENT • Through Machine Learning Prediction and Material Synthesis Towards Improving Theoretical Investigation of Material Stability of Two-Dimensional Lead Halide Perovskite Photovoltaic Cells Performance MAIN SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	<ul style="list-style-type: none"> • Product Name: CREATIVE AND INNOVATIVE CARNIVAL (CIC 2023) : TEACHING AND LEARNING CREATIVE PRACTICES Award: SILVER Role: Member Exhibition Name:CREATIVE AND INNOVATIVE CARNIVAL (CIC 2023) • Product Name: CREATIVE AND INNOVATIVE CARNIVAL (CIC 2023) : CREATIVE AND INNOVATIVE IDEAS Award: SILVER Role: Head Exhibition Name:CREATIVE AND INNOVATIVE CARNIVAL (CIC 2023) • Product Name: BRONZE REWARD IN CARNIVAL OF RESEARCH AND INNOVATION 2021-OPTIMISING EBOOK TO OVERCOME STUDENTS' ONLINE LEARNING Award: BRONZE Role: Member Exhibition Name:CARNIVAL OF RESEARCH AND INNOVATION VIRTUAL INTERNATIONAL EXHIBITION 2021 (CRI)

D. CONSULTATION

CONSULTATION(S)	
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E. COMMUNITY SERVICES

COMMUNITY SERVICES	
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