DR. JULIA TAN YIN YIN (00277A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF LANGUAGE STUDIES AND HUMAN DEVELOPMENT
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
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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)	• **(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	• Consumerism (F0709040102) • Education for Language Literacy (Including English (TESOL, ESL, TEFL) and Other Languages) (F0709100501) • Information Management Studies in Mass Communication (F0709110514)
AWARD(S)	• 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)	• 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
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• UBM2012 - MANDARIN LANGUAGE I • UBM2022 - MANDARIN LANGUAGE II • UBM2032 - MANDARIN LANGUAGE III

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Rahman, M.S.A.(Yayasan Infaq Angkasa, Petaling Jaya), Zainuddin, S. A., ; Mihai-Yiannaki, S.M.(European University Cyprus, Cyprus), Musa, A., Aziz, R.C., Adeneye Yusuf Babatunde, Adam, S., Mohamad S.R., Julia Tan Yin Yin. (2025). Critical Insights into Waqf Research: A Bibliometric Review. Studies in Systems, Decision and Control , Vol. 598 , pp. 933-946. https://doi.org/10.1007/978-3-031-91424-9_81 2. Liming, Liu., Noor Raihani Zainol, Julia Tan Yin Yin. (2025-09). Achievement Growth Performance (AGP): Definition, Connotation, Characteristics and its Value. Journal of Business and Social Sciences (JoBSS) , Vol. 2025(8) , pp. 1-11. https://doi.org/10.61453/jobss.v2025no08 3. Liu Liming, Noor Raihani Zainol, Naresh Kumar A/L Samy, Julia Tan Yin Yin. (2025-09). Research on Comprehensive Development Trends of College Students: A Bibliometric Analysis Based on China. International Journal of Modern Education (IJMOE) , Vol. 7(26) , pp. 495-516. https://doi.org/10.35631/IJMOE.726033 4. Xia Jingyuan, Alexander Stark, Nur Azuki Yusuff, Julia Tan Yin Yin, Yu Wei. (2024-06). ETHNOGRAPHIC OBSERVATION OF CROSS-CULTURAL EDUCATION OF CHINESE STUDENTS IN MALAYSIA: A COMPREHENSIVE REVIEW. International Journal of Education, Psychology and Counseling , Vol. 9(54) , pp. 99-106. https://doi.org/10.35631/IJEPC.953007 5. Xia Jingyuan, Stark, A., Yusuff, N. A., Julia Tan Yin Yin, Yu Wei. (2024-06). AN ETHNOGRAPHIC OBSERVATION ON THE CULTURE OF ETHNIC MINORITIES IN YUNNAN: A COMPREHENSIVE REVIEW. INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND MANAGEMENT PRACTICES (IJEMP) , Vol. 7(25) , pp. 45-52. https://doi.org/10.35631/IJEMP.725005. 6. Chen Fei, Siti Bahirah Saidi, Julia Tan Yin Yin, Liyana Ahmad Afip. (2023). Investigation of Chinese Language Earning Strategies for Japanese International Students. International Journal of Education, Psychology and Counselling , Vol. 8(50) , pp. 140-151. https://doi.org/10.35631/IJEPC.850010 7. SIAN HOON TEOH, BUAI CHIN HENG, YEE FENG NEO, Julia Tan Yin Yin. (2022-11). STRATEGIES USE IN CHINESE LANGUAGE LEARNING AMONG NON-NATIVE CHINESE LANGUAGE LEARNERS IN MALAYSIA.. Journal of Academic Research in Business and Social Sciences , Vol. 12(11) , pp. 2985-3005. https://doi.org/http://dx.doi.org/10.6007/IJARBSS/v12-i11/15332 8. Buai Chin Heng, Julia Tan Yin Yin, Yee Feng Neo, Sian Hoon Teoh. (2022-05). Attitudes and Motivation of Non-Native Chinese Language Learners towards Learning Chinese Language. INTERNATIONAL JOURNAL ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES , Vol. 7 , pp. 943-962. https://doi.org/10.6007/IJARBSS/v12-i12/15596 9. Julia Tan Yin Yin, Shaari, Jamilah, Roslon, Mohd Roslan, Yan, Li Feng. (2021-10-05). Intercultural Communication among Non-Chinese in National-Type Chinese Schools: Parents Perspectives. INSANIAH: Online Journal of Language, Communication, and Humanities , Vol. 4 (2) , pp. 134-144. 10. Julia Tan Yin Yin, Yan Li Feng. (2021-06). Digital Advertising Features on Customer Purchase Intention. JOURNAL OF ENTREPRENEURSHIP AND BUSINESS , Vol. 9 (1) , pp. 50-57. https://doi.org/10.17687/jeb.v9i1.416
PROCEEDING(S)	1. Julia Tan Yin Yin, Fakhitah Ridzuan, Tan, Tse Guan, Chua Aun Geong, Nor Alina Ismail, Yasmin See, Muhammad Azri Hafifi Mohd Zaludin, Nor Hanim Mustafa, Nor Fazura Md Zulkifle. (2026). Lexitune: From Hanzi to Hiragana¿A music-driven mobile app for novice Chinese & Japanese learners. , pp. 537-540. Penerbit UTeM Press. Universiti Teknikal Malaysia Melaka. 2. Julia Tan Yin Yin, Tan, Tse Guan, Aun Geong, Chua, Nor Hanim Mustafa. (2024). TuneTech Mandarin: Music as the Gateway Towards Chinese Language Acquisition. , pp. 12-13. Pusat Pengajaran & Pembangunan Kurikulum, Universiti Kebangsaan Malaysia.. 3. Sian Hoon Teoh, Buai Chin Heng, Yee Feng Neo, Julia Tan Yin Yin. (2022). Language Proficiency Among Non-Native Chinese Language Learners: A Discriminant Analysis. In The International Academic Symposium of Social Science 2022. , pp. 42. MDPI. https://doi.org/10.3390/proceedings2022082042
BOOK(S)	1. Julia Tan Yin Yin, Stark, Alexander, Faris Nur Iman Othman, Ahmad Luqman Humaidi Ahmad, Muhammad Aiman Bin Mohd Zakir. (2025-03). Deep Dive into the World of Animation. Ninidoll House Production.
CHAPTER(S)	1. Julia Tan Yin Yin, Stark A.. (2026). The Significance of Symbols in Shaping the Perception of Huawei and Oppo Smartphones Among Malaysian Consumers. In Behavioral Economics and Computational Intelligence for Sustainable Decision Making (pp. 455-464). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-032-04174-6_42 2. Julia Tan Yin Yin, Stark, A.. (2024). Factors Affecting Malaysian Consumers¿ Perceptions of Chinese Smartphone Advertisements and Their Implications for Other Sectors. In Studies in Systems, Decision and Control (pp. 771 - 781). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_66
	1. Permarupan, P.Yukthamarani, Che Zaudin, N. A., Mohammed Aurifullah, Kanit Sripaoraya, Julia Tan Yin Yin, Ng Siew Foen, Kho Siew Leen, Ahmad Aiman Ahmad Nazim, Tuan Nor Azma Tuan Husain, Hoi Jie Ern, Nor Syafiqah Ismail. (2023-03). UMK International at a Glimpse (EDITION 1). UMK Inernational.

OTHER(S)	2. Ng S. F., Yukthamarani Permarupan P., Nurul Akmar Che Zaudin, Mohammed Aurifullah, Julia Tan Yin Yin, Kanit Sripaoraya, Abumandil, M.S.S., Kho Siew Leen, Mohamad Naim Idris, Nor Izunarida Zakaria, Tuan Nor Azma Tuan Hussain, Mohammad Affiq Kamarul Azlan. (2022-07-01). Info News UMK International (3rd Edition - July-Sept 2022). UMKI. 3. Wan Yusoff Wan Shaharuddin, Ruzaini Ijon, Yasmin See, Mohammad Affiq Kamarul Azlan, Mohd Asyraf Zulkffli, Nur Syahirah Mohd Nawi, Noraini Zaini, Julia Tan Yin Yin. (2021). Optimising Ebook to Overcome Students' Online Learning Challenges.
RESEARCH(S)	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	• **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 CHINESE STUDENTS IN A PUBLIC MALAYSIAN UNIVERSITY (UMK): ETHNOGRAPHIC OBSERVATION** | 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 • **Interrogating Tang Tales In The Columbia History And Cambridge History Of Chinese Literature Using Comparative Literature Theory** | CO SUPERVISOR FOR A MASTER'S STUDENT • **ONLINE COMMUNICATION, FRIENDSHIP AND INTIMACY AMONG YOUTH OF CHINA IN POST PANDEMIC ERA** | MAIN SUPERVISOR FOR A MASTER'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 CHINESE LEARNING STRATEGIES OF JAPANESE INTERNATIONAL STUDENTS** | 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 • **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 Theoratical Investigation of Material Stability of Two-Dimentional Lead Halide Perovskite Photovaltic Cells Performance** | MAIN SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	• 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)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	