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UNIVERSITI MALAYSIA KELANTAN
BEG BERKUNCI NO. 1
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A. PERSONAL DETAILS

UMK JOIN DATE	06-Feb-2011
DATE OF APPOINTMENT FOR CURRENT POSITION	02-Nov-2015
DATE OF CONFIRMATION FOR CURRENT POSITION	07-Aug-2018
EDUCATION(S)	<ul style="list-style-type: none">• (2015) SEKOLAH PASCASARJANA INSTITUT TEKNOLOGI BANDUNG IJAZAH DOKTOR FALSAFAH SENI DAN REKA BENTUK• (2003) UNIVERSITI TEKNOLOGI MARA IJAZAH SARJANA SENI LUKIS DAN SENI REKA SENI LUKIS DAN SENI REKA• (2002) DE MONTFORT UNIVERSITY IJAZAH SARJANA ART AND DESIGN EDUCATION• (2001) DE MONTFORT UNIVERSITY, LEICESTER, ENGLAND DIPLOMA LEPASAN IJAZAH ART AND DESIGN EDUCATION• (1996) INSTITUT TEKNOLOGI MARA IJAZAH SARJANA MUDA KAJIAN SENI LUKIS DAN SENI REKA• (1991) SEK. MEN. KEB. BENTONG, PAHANG SPM
GROUP OF EXPERTISE	<ul style="list-style-type: none">• Aesthetics• Arts• Costumes• Design Studies• Malay Culture• Traditional Arts and Culture• Traditional Textile (Including Batik, Songket, Pua Kumbu, Limau, Hand-Woven Materials)
AWARD(S)	<ul style="list-style-type: none">• Award Name: Anugerah Perkhidmatan Cemerlang (APC) tahun 2020 (2021) Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	<ul style="list-style-type: none">• Pensyarah Akademi Seni Kebangsaan (ASK) (KL) 01-Jun-1996-01-Jun-2001• Pensyarah Universiti Teknologi MARA (Shah Alam) 01-Jan-2000-01-Dec-2002• Pensyarah Universiti Teknologi MARA (Shah Alam) 31-Jul-2003-01-Mar-2004• Pensyarah Centre For Advanced Design (CENFAD) (KL) 01-May-2004-01-Dec-2005• Executive Education Programme Sunway Lagoon Theme Park Sdn. Bhd. (SLTP) (Selangor) 22-Nov-2004-30-Nov-2005• Pensyarah Universiti Malaya (KL) 02-May-2005-02-Apr-2007• Pensyarah Kolej Sri Wisma Smart Reader (KL) 01-Jan-2006-01-Aug-2008• Pensyarah The One Academy of Communication Design (Selangor) 01-Sep-2007-01-May-2007• Trainer Innovate Solutions (KL) 01-May-2008-01-Oct-2008• Timbalan Dekan Kolej Universiti Linton Bandar Universiti Teknologi Legenda (Negeri Sembilan) 01-May-2009-01-Jan-2011

	<ul style="list-style-type: none"> • Timbalan Dekan Akademik & Antarabangsa (Deputy Dean of Academic & International) Universiti Malaysia Kelantan (UMK) 01-Aug-2016-01-Jul-2017 • Deputy Director of Academic & Training Universiti Malaysia Kelantan (UMK) 01-Jul-2017-01-Jul-2019
PROFESIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	<ul style="list-style-type: none"> • CFT1013 - DRAWING • CFT1043 - INTRODUCTION TO ANTHROPOLOGY AND SOCIOLOGY • CFT1073 - VISUAL ART PRESENTATION TECHNIQUES • CFT3124 - RESEARCH PROJECT I • CFT4108 - INDUSTRIAL TRAINING • CFT4112 - STUDENTS IN ENTERPRISE PROGRAMME • CFT4124 - RESEARCH PROJECT 1 • CFT4134 - RESEARCH PROJECT II • CTT2142 - BATIK MATERIALS AND PROCESSES • CTT3132 - FASHION DESIGN II • CTT3153 - PATTERN DESIGN TECHNOLOGY AND TEXTILE PRINTING • CWT3103 - RESEARCH METHODOLOGY • SCT1013 - TEXTILE FASHION DRAWING • SCT1022 - TEXTILE FASHION EVOLUTION • SCT3152 - MALAY COSTUME • SCT3153 - MALAY COSTUME • SCT4162 - FASHION BRANDING • SCT4182 - TEXTILE FASHION COLLECTION • SCT4192 - TEXTILE FASHION JOURNALISM
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C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	<ol style="list-style-type: none"> 1. DISTANCE EDUCATION: THE CHALLENGES AND EFFECTS OF THE COVID-19 PANDEMIC AMONG FASHION STUDENTS IN MALAYSIA CO 2021-04 2. ERGONOMIC ENGINEERING INTERVENTION OF BATIK STAMPING WORK TO REDUCE LIFTING LOAD CO 2020 3. THE EXPERIMENT OF JEPARA TROSO WOVEN IN LOCAL WISDOM CO 2023 4. A SEMIOTIC INTERTEXTUAL ANALYSIS OF BEAUTY INFLUENCERS' COMMUNICATION STRATEGIES ON YOUTUBE: UNCOVERING MEANING AND INFLUENCE BY USING PIERCE'S FRAMEWORK CO 2023 5. PRODUCTION AND EXCHANGE OF MEANING IN INSTAGRAM BEAUTY INFLUENCER VISUAL CONTENT IN INDONESIA: A SOCIAL SEMIOTIC ANALYSIS CO 2023
PROCEEDING(S)	<ol style="list-style-type: none"> 1. THE IMPACTS OF THE PROJECT RUNWAY REALITY TELEVISION SERIES ON MUSLIM FASHION CONSUMERS CO 2024 2. FASHION SUSTAINABILITY: THE PRACTICES AMONG FASHION STUDENTS DURING THE COVID-19 CO 2024 3. FASHIONPRENEUR: SUSTAINING TRADITIONAL BATIK CRAFT THROUGH ENTREPRENEURSHIP ACTIVITY AMONG STUDENTS AT UNIVERSITI MALAYSIA KELANTAN (UMK) MAIN 2024 4. THE IDENTITY OF KELANTAN PERANAKAN CHINESE THROUGH CLOTHING: AN AESTHETIC MORPHOLOGY APPROACH MAIN 2021-07 5. A STUDY ON FLORAL MOTIFS OF FRUIT CARVING: ANALYSIS ON SUKOR RAHIM'S WORKS CO 2021-07 6. WESTERN AND ISLAMIC WEAR: HOW FASHION BLOGGERS INFLUENCE THE MALAY FASHION CONSUMERS; PURCHASING DECISION IN RECONCILING THE COLLISION CO 2021-07 7. TECHNOLOGY IN TEXTILE DYEING: RESURGENCE OF NATURAL DYES FROM ADONIDIA MERILLII (BETEL NUTS) FRUITS HUSK CO 2020-09 8. RESURGENCE THE LOCAL KNOWLEDGE: ENVIRONMENTAL CATALYSIS PRACTICED IN LOCAL TEXTILE DYEING CO 2020 9. THE DEVELOPMENT OF TOLERANCE-PROMOTING CHILDREN'S STORIES AS INSTRUCTIONAL MEDIA IN ELEMENTARY SCHOOL CO 2022 10. REMOVAL OF NONSTEROIDAL ANTI-INFLAMMATORY DRUGS (NSAIDS) FROM WATER USING EMPTY FRUIT BUNCH (EFB) BASED BIO SORBENT CO 2022 11. SUSTAINABILITY AWARENESS ON FASHION BRANDS: THE PERCEPTION OF YOUNG MALAYSIAN CONSUMERS CO 2023 12. SHIBORI WORKSHOP AS A MEAN TO EMPOWER PEOPLE WITH PSYCHOLOGICAL DISORDERS AT BACHOK, KELANTAN CO 2023
BOOK(S)	<ol style="list-style-type: none"> 1. DIALEK KELANTAN, NILAI MURNI DAN AKAL BUDI DALAM NARATIF LISAN TERPILIH DI SELURUH JAJAHAN KELANTAN CO 2023

CHAPTER(S)	1. CHAPTER 26: AN INNOVATIVE E-LEARNING FOR SCRIPT AND STORYBOARD SUBJECT USING MASSIVE ONLINE OPEN COURSE (MOOC) CO 2021
OTHER(S)	
RESEARCH(S)	<ol style="list-style-type: none"> 1. CENDANA CULTURE MAPPING MEMBER GRANT(I/A) 2021 2. CULTURE MAPPING OF CRAFT IN KELANTAN MEMBER MOF 2021 3. DOCUMENTING HISTORICAL AND CULTURAL AESPECTS OF KELANTANESE PERANAKAN CHINESE MEMBER SGJP-P 2021 4. DOCUMENTING HISTORICAL AND CULTURAL ASPECTS OF KELANTAN'S PERANAKAN CHINESE : PICTORIAL, VISUAL AND TEXTUAL PERSPECTIVES MEMBER SGPPU 2015 5. EXPLORATION OF NATURE DYES IN WOODEN BATIK PROCESSING HEAD UMK-MATCH 2022 6. EXPLORATION OF WOOD WASTE MATERIAL FOR FASHION PRODUCTS MEMBER UMK-MATCH 2022 7. EXPLORATION OF NATURAL DYES IN WOODEN BATIK PROCESSING HEAD UMK-MATCH 2020 8. EXPLORATION OF NATURAL DYES IN WOODEN BLOCK BATIK PROCESSING HEAD SGJP-P 2021 9. EXPLORATION OF WOODWASTE MATERIAL MEMBER UMK-MATCH 2020 10. FASHIONPRENEUR: PROGRAM KELESTARIAN BATIK KELANTAN HEAD KPM 2020 11. FASHIONPRENEUR: PROGRAM KELESTARIAN BATIK KELANTAN HEAD KPM 2021 12. HORIZONTAL AND VERTICAL LINES: TEXTILE PATTERN FOR A THINNER AND FOR A WIDER LOOKS MEMBER SGJP 2017 13. INVESTIGATING THE EFFECTIVENESS OF FLORAL PATTERNS IN MODELLING ILLUSION AND PERCEPTION FOR ENHANCING BODY LOOKS MEMBER UMK-FUND 2023 14. PERCEPTION OF PRICE THROUGH MARKETING COMMUNICATION AND WEB DESIGN ON ONLINE MEMBER UMK-MATCH 2022 15. PENDOKUMENTASIAN DAN PEMARTABATAN SEMULA NARATIF LISAN DI DAERAH-DAERAH NEGERI KELANTAN: SATU PENELITIAN TERHADAP DIALEK ASLI KELANTAN, NILAI MURNI DAN AKAL BUDI DALAM KONTEKS KEBUDAYAAN MASYARAKAT MELAYU" MEMBER KPT 2019 16. SGJP PADANAN HEAD SGJP 2020 17. SHIBORI WORKSHOP AS A MEAN TO EMPOWER PEOPLE WITH PHYCHOLOGICAL DISORDERS AT UILS MERUYA, KEMBANGAN MEMBER UMK-MATCH 2022 18. SHIBORI WORKSHOP AS A MEAN TO EMPOWER PEOPLE MEMBER UMK-MATCH 2020 19. STAR BIZ CHALLENGE MEMBER KPM 2021 20. WESTERN AND ISLAMIC WEAR MEMBER SGJP 2020 21. YAYASAN INOVASI MALAYSIA: UMK CARES PPE HEAD GRANT(I/A) 2020
SUPERVISION	<ul style="list-style-type: none"> • AN AESTHETIC STUDY ON ROYAL EMBROIDERY OF THE MANCHURIANS DURING QING DYNASTY: THE PAST AND FUTURE DESIGN FOR TEXTILE-BASED PRODUCTS MAIN SUPERVISOR FOR A PHD'S STUDENT • BATIK OF PENAMBANG:UNRAVELLING THE HIDDEN IDENTITY IN CREATING BRAND IMAGE OF KELANTAN MAIN SUPERVISOR FOR A MASTER'S STUDENT • EMBROIDERY TECHNOLOGY AND ITS APPLICATION IN FASHION DESIGN CO SUPERVISOR FOR A PHD'S STUDENT • FASHION DESIGN AND INNOVATION: MODERNIZATION OF CHINESE HANFU ELEMENTS CO SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON APPLICATION AND DEVELOPMENT OF DIGITAL TECHNOLOGY IN APPAREL INDUSTRY IN CHINESE APPAREL FASHION DESIGN MAIN SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON CROSS-CULTURAL ADAPTATION OF CHINESE AND MALAYSIAN WEDDING DRESSES MAIN SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON THE DEVELOPMENT AND INHERITANCE OF TRADITIONAL CULTURE IN COSTUME HANDICRAFT MAIN SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON THE TRADITIONAL COSTUMES OF THE DONG MINORITY IN CHINA MAIN SUPERVISOR FOR A PHD'S STUDENT • SUSTAINABLE FASHION CONSUMPTION PRACTICE PERSUADED BY SUSTAINABILITY AND CONSUMPTION THEORY: FASHION RE-CONSUMPTION POINT OF VIEW MAIN SUPERVISOR FOR A PHD'S STUDENT • THE RELATIONSHIP BETWEEN TEACHERS¿ TEACHING ABILITY, TRAINING EQUIPMENT AND STUDENT¿S EMPLOYABILITY IN FASHION DESIGN MAIN SUPERVISOR FOR A PHD'S STUDENT • THE STUDY ON INNOVATION OF TRADITIONAL DYEING AND WEAVING ART WITH MODERN DIGITAL TECHNOLOGY MAIN SUPERVISOR FOR A PHD'S STUDENT • THE USE TRADITIONAL CLOTHING ELEMENTS IN THE FASHION ART DESIGN OF MODERN CHINESE CLOTHING MAIN SUPERVISOR FOR A PHD'S STUDENT
	<ul style="list-style-type: none"> • Product Name: COMPREHENSIVE COVID-19 PROTECTIVE EQUIPMENT Award: GOLD Role: HEAD Exhibition Name:MTE 2020 SPECIAL COVID • Product Name: VIDE 2020 Award: GOLD Role: Head Exhibition Name:VIDE • Product Name: Comprehensive Covid 19 Protection Award: GOLD Role: Head Exhibition Name:AIPN 2020

RESEARCH AWARD (S)	<ul style="list-style-type: none"> • Product Name: COMPREHENSIVE COVID-19 PROTECTIVE EQUIPMENT Award: GOLD Role: Head Exhibition Name:ECRI • Product Name: COMPREHENSIVE COVID-19 PROTECTIVE EQUIPMENT Award: SPECIAL Role: Head Exhibition Name:ECRI • Product Name: Comprehensive Covid-19 Protective Equipment Award: SILVER Role: HEAD Exhibition Name:THE INTERNATIONAL RESEARCH AND SYMPOSIUM AND EXPOSITION (RISE) 2020 • Product Name: STUDENT LEARNING TIME CALCULATOR APPLICATION (SLT CALAPPS) : SOLVING THE CA ISSUE DURING COVID-19 PANDEMIC Award: BRONZE Role: HEAD Exhibition Name:MTE 2020 SPECIAL COVID
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D. CONSULTATION

CONSULTATION(S)	<ol style="list-style-type: none"> 1. PPE BERSAMA BULAN SABIT MERAH KELANTAN HEAD 2020 2. PROJEK PPE BERSAMA PENJARA NEGERI KELANTAN HEAD 2020 3. PAKAR RUJUK PENJARA NEGERI KELANTAN HEAD 2020 4. GERAN CENDANA -CULT: KELANTAN CRAFT MAPPING HEAD 2021 5. PROJEK INOVASI JABATAN PENJARA MALAYSIA HEAD 2021 6. PANEL PENILAI MQA MEMBER 2021 7. CENDANA CULTURAL MAPPING OF KELANTAN MEMBER 2021 8. MOHE STAR BIZ CHALLENGE MEMBER 2021 9. LANTIKAN PERUNDING BAGI BANTUAN KHIDMAT NASIHAT SERTA PAKAR RUJUK DALAM MEMPERKASAKAN PENGHASILAN PRODUK VOKASIONAL DAN INDUSTRI JABATAN PENJARA PENGKALAN CHEPA KELANTAN HEAD 2022
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E. COMMUNITY SERVICES

COMMUNITY SERVICES	
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