

ASSOC. PROF. Ts. DR. MOHD SOBHI BIN ISHAK*Curriculum Vitae* (last update: Mac 28, 2023)**Web of Science Researcher ID:** AAK-3830-2021**14** publications, **27** total times cited, **3** H-Index**Scopus Author ID:** 56161938800**23** documents, **124** Citations, **6** H-Index**Google Scholar:**480 Citations, **12** h-index, **17** i10-indeks**ORCID:** 0000-0003-1516-5652**Contact information:**

msobhi@ukm.edu.my, msobhikita@gmail.com

Previously from: Universiti Utara Malaysia (1 Januari 1998-13 December 2020)**Current Position** (from 14 December 2020 until now)

Senior Research Fellow

Institute of Ethnic Studies (Institut Kajian Etnik – KITA)

Universiti Kebangsaan Malaysia (UKM)

Academic Qualifications

Qualification	Awarding Institution	Year Awarded
PhD. (Mass Communication)	Universiti Putra Malaysia (UPM)	2012
Master of Science (Communication Technology)	Universiti Putra Malaysia (UPM)	2004
Bachelor of Information Tech (Hons.)	Universiti Utara Malaysia (UUM)	1996

Employment History

Employer	Position Held	Start and End Date
Zuhatek Industries Sdn Bhd	Assistant Manager	1996-1997
Universiti Utara Malaysia	Administration:	
	Assistant Registrar	1997-1999
	Academic:	
	Tutor	2000-2002
	Temporary Lecturer	2002-2004
	Lecturer	2004-2012
	Senior Lecturer	2012-2018
	Associate Professor	2018-2020
	Academic Administration:	
	Head of Department, Media Technology	2005-2005
	Head of Department, Multimedia Technology	2013-2013
	Head of Department, Multimedia Technology	2015-2015
Dean, School of Multimedia Technology and Communication	2019-2019	

Professional Qualification

Institutional	Membership	Since
Malaysian Board of Technologist (MBOT)	Graduate Technologist	2021
Malaysian Board of Technologist (MBOT)	Profesional Technologist (PT21070286)	2021

Institutional Memberships

Institutional	Membership	Since
Malaysian Social Science Association (PSSM) (ID: 1074L)	Lifetime	2008
Alumni Universiti Putra Malaysia	Lifetime	2012
The Society of Digital Information and Wireless Communications (ID: 34367)	Yearly	2016
Malaysia Communication Educators Association (ID: S180013)	Lifetime	2018
Malaysia Institute of Statistics (ISM) (ID:1115)	Lifetime	2021

Expertise Appointments

Institutional	Appointment	Date
Pakar Rujuk Penyelidikan Sains Sosial dan Analisis Pemodelan Pusat Pengajian Sains Perisikan dan Kajian Strategik, Maktab Polis Diraja Malaysia, Kuala Lumpur	Resource Person	1/6–31/12, 2021; 1/1– 31/12, 2022; 1/1/2023-31/12/2024
Pakar Rujuk Penyelidikan Untuk Kajian Pengukuran Indeks Perpaduan Di Sekolah Kementerian Pendidikan Malaysia (KPM) Tahun 2023	Resource Person	13/1/2023-31/12/2023
Pusat Kajian Kemiskinan dan Pembangunan Pelajar Asnaf Kedah	Advisor	2021-2023
Technical Working Group National Unity Twelfth Malaysia Plan	Member	2019
Think Tank to Institute For Youth Research Malaysia	Member	2015-2016

Awards

Award	Institutional	Date
Excellent Service (University)	UUM	2003
Excellent Service (University)	UUM	2015
The Best Research Award (National Grant Public Agency)	SMMTC, UUM	2015
The Best Consultation Award	SMMTC, UUM	2016
The Highest Publication Award	SMMTC, UUM	2017

Consultation Projects

Project	Awarded By	Year (Durations)	Grant Value (RM)
[Leader] Kajian Pembangunan Instrumen: Indeks Kesejahteraan Penerima Bantuan Sosial (IKPBS)	Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM) (Tender Terbuka)	2022-2023 (12 months)	296,235.61
[Leader] Indeks Kesejahteraan Keluarga Malaysia (IKK) 2022	Lembaga Penduduk Dan Pembangunan Keluarga Malaysia (LPPKN) (Tender Terbuka)	2022-2023 (13 months)	900,093.82
[Member] Indeks Perpaduan Nasional (IPNas 2021)	Kementerian Perpaduan Negara	2021 (12 months)	1,500,000
[Member] Pelan Tindakan Perpaduan Negara 2021-2025 (PTPN 2021-2025)	Kementerian Perpaduan Negara	2020 (4 months)	499,000
[Member] Social Impact Survey SIDAM Logistics, Aerospace and Manufacturing	STRAND	2020 (6 months)	30,000
[Member] Indeks Perpaduan Nasional (IPNas 2018)	EPU & JPNIN	2017 (24 months)	1,980,000
[Member] Pelaksanaan Kutipan dan Agihan Zakat MAIPs	Majlis Agama Islam Perlis (MAIPs)	2016 (6 months)	48,736
[Member] Video Dokumentari: Pengajaran dan Pembelajaran Taktik Serangan Khemah Musuh	PALAPES	2016 (6 months)	47,470
[Member] Kajian Transformasi Kepimpinan Masyarakat Kedah	Fox Consulting	2008 (2 months)	100,000
[Member] Kajian Tingkahlaku Pengundi Pra-Pilihanraya 2004	New Straits Times Press (NSTP)	2004 (12 months)	10,000
[Member] Kajian Sosio Ekonomi Politik Malaysia	Fox Consulting	2003 (12 months)	50,000

Research Grants

Project (Leader/Member)	Grant Type	Year (Durations)	Grant Value (RM)
[Leader] FRGS/1/2022/SS10/UKM/02/16	FRGS 2022, KPT	1 Sept. 2022 - 31 Ogos 2025 (36 months)	135,000

Pembangunan Kerangka Teori Perpaduan Malaysia Sebagai Pemangkin Keharmonian Masyarakat.			
[Member] FRGS/1/2022/SSI11/UKM/02/18 Pembinaan Tipologi Ateisme Di Malaysia Untuk Pencegahan dan Kesedaran Awam.	FRGS 2022, KPT	1 Sept. 2022 - 31 Ogos 2024 (24 months)	71,000
[Member] FRGS/1/2022/SS05/UMK/02/6 Extending Social Media Political Participation Model Among Netizens in East Coast Malaysia.	FRGS 2022, KPT	1 Sept. 2022 - 31 Ogos 2024 (24 months)	62,200
[Leader] RE-2022-002 Pembangunan Masyarakat Orang Asli Kensi: Kajian Terhadap Inisiatif Sekolah Zakat Negeri Kedah	External Local Grant	2022 (12 months)	10,000
Managing Media Literacy Skills in Malaysia and Iran	Research Collaboration Grant UUM-University of Tehran	2019 (24 months)	15,000
Penyelidikan Wadah Kekuatan Muslim Dalam Mengurus Kepelbagaian Agama	Geran Arus Perdana (KITA-UKM)	2018 (24 months)	22,857.14
Kajian Budaya Politik Sabah	Private Fund & Other University	2018 (10 months)	120,000
Developing a positive psychology principles based on social media utilization among housewives in Kedah and Perlis	University Grant	2017 (24 months)	10,000
Microtakaful As An Islamic Financial Instrument: A Study Of The Elderly Muslim In Malaysia	UMRG (2016-2017)	2016 (12 months)	29,775
Pengaruh Jalinan Kekayaan antara Media dan Personaliti Usahawan Islam dalam Hubungan yang Membentuk Kesetiaan Pelanggan kepada Perniagaan	Post-Graduate Grant (PhD Student)	2016 (24 months)	10,000
Developing A Congruence Malaysian Journalism Curriculum Model: An Industrial Perspective	FRGS KPT	2015 (24 months)	80,000
Pengaruh Media Terhadap Belia	IYRES Grant	2015 (4 months)	120,040
Pengurusan Privasi Facebook dalam kalangan Penjawat Awam Negeri Kedah	Post-Graduate Grant (Master Student)	2015 (24 months)	5,000
Impak Universiti Komprehensif Awam Malaysia	KPT/UTHM (Fieldwork Data Collection Fund)	2015 (4 months)	10,000

Cognitive Engagement and Online Political Participation on Facebook and Twitter among Youths in Nigeria and Malaysia	Post-Graduate Grant (PhD Student)	2015 (24 months)	10,000
Pembangunan Model Motivasi Keusahawanan Berteraskan Islam	RACE KPT	2014 (24 months)	50,000
Penggunaan Youtube di Kalangan Generasi Muda Islam Di Malaysia: Aplikasi Model Gabungan Penggunaan dan Penerimaan Teknologi	RAGS KPT	2013 (24 months)	50,000
Penghayatan Agama (Religiosity) dalam Pembangunan Keusahawanan Melayu	RAGS KPT	2013 (24 months)	49,000
Analisis Trend Penyelidikan Media 2002-2012: Konteks, Teori Dan Metode	LEADS	2012 (12 months)	12,000
Ethnicity at Workplace	LRGS	2012 (36 months)	300,000
Pembentukan indikator modal sosial komuniti: ke arah penjaan instrumen pengukuran modal sosial bersepadu di Malaysia	FRGS KPT	2012 (24 months)	50,000
Developing a social media model for a group at risk	FRGS KPT	2011 (36 months)	40,000
Developing a knowledge – based society model in the Malaysian context	University	2011 (12 months)	10,000
Implications of Social Media on End-user Personality	LEADS	2011 (12 months)	6,000
Pembangunan Model Kredibiliti Maklumat Berkaitan Islam Berasaskan Pendekatan Pemodelan Persamaan Struktur (SEM)	FRGS KPT	2010 (24 months)	50,000
SMS-Based Contests from Islamic Perspective: A Perception of Students of Public Institutions of Higher Learning	Self-Funding	2006 (2 months)	1,000
Kajian Nilai-Nilai Kenegaraan Dalam Program Latihan Khidmat Negara Siri Empat	University	2005 (14 months)	25,100
Kesediaan Masyarakat Menerima E-Public Services	IRPA MOSTI	2004 (31 months)	74,109
Kajian Keberkesanan Program Latihan Khidmat Negara Dari Aspek Kenegaraan	University	2004 (6 months)	20,000
Ketagihan Internet Di Tempat Kerja	Faculty	2003 (12 months)	2,834
Sikap dan Penerimaan Mahasiswa Terhadap Telefon Selular	Faculty	2003 (12 months)	2,915

Publications:

Books:
Norsiah Abdul Hamid, Mohd Sobhi Ishak , Awan Ismail (2020). <i>Media sosial di Malaysia</i> . Kuala Lumpur: Dewan Bahasa dan Pustaka
Mohd Awang Idris, Mohd Sobhi Ishak , Azanin Ahmad & Aszunarni Ayob. (2019). <i>Penyelidikan sains sosial: Aplikasi teori dan metodologi</i> . UM Press.
Jusang Bolong, Akmar Hayati Ahmad Ghazali & Mohd Sobhi Ishak . (2018). <i>Metodologi penyelidikan komunikasi: Kajian kes kuantitatif</i> . Kuala Lumpur: Dewan Bahasa dan Pustaka
Book Chapters:
Solahuddin Abdul Hamid, Mohd Sobhi Ishak , Mohd Nizho Abdul Rahman Che Zarrina Sa'ari, Joni Tamkin Borhan (2021). Transformasi Pembangunan Kendiri Secara Holistik: Satu Mekanisme Penyelesaian Masalah Kemiskinan Berdasarkan Tasawur Islam. (pp. 147-158), Norsaleha Mohd. Salleh & Suriani Sudi. (2021) (Ed.). <i>Pemikiran Pendidikan & Media: Isu, Cabaran & Penyelesaian</i> . Kajang: Penerbit KUIS
Mohd Nizho Abdul Rahman, Norizah Aripin, Awan Ismail, Mohd Sobhi Ishak , Nik Adzrieman Abdul Rahman, Mot Madon, Mohd Faisal Mustaffa (2021). Pendidikan Akidah Melalui Youtube Dalam Kalangan Generasi Muda Islam. (pp. 173-188), Norsaleha Mohd. Salleh & Suriani Sudi. (2021) (Ed.). <i>Pemikiran Pendidikan & Media: Isu, Cabaran & Penyelesaian</i> . Kajang: Penerbit KUIS
Mohd Sobhi Ishak , Norizah Aripin, Mohd Nizho Abdul Rahman. (2021). Pendidikan Penggunaan Youtube Berlandaskan Islam Dalam Kalangan Generasi Muda. (pp. 173-188), Norsaleha Mohd. Salleh & Suriani Sudi. (2021) (Ed.). <i>Pemikiran Pendidikan & Media: Isu, Cabaran & Penyelesaian</i> . Kajang: Penerbit KUIS
Ishak, M.S. (2019). <i>Memahami perspektif teori, kerangka teoretikal dan pengaplikasian teori dalam penyelidikan media sosial</i> .(pp. 63-82), Kuala Lumpur: Penerbit Universiti Malaya
Ishak, M.S. (2018). <i>Kajian Kredibiliti Maklumat Berkaitan Islam di Internet</i> . Metodologi Penyelidikan Komunikasi: Pendekatan Kuantitatif (pp. 128 - 232), Kuala Lumpur:Dewan Bahasa dan Pustaka
Ishak, M.S. (2018). <i>Rumusan</i> , Metodologi Penyelidikan Komunikasi: Pendekatan Kuantitatif (pp. 304 - 322), Kuala Lumpur:Dewan Bahasa dan Pustaka
Saad, S., Ishak, M. S. , Lazim R., Md Rejab, S.M., Saad, A. N., & Ahmad, R. (2018). <i>Impak pelaksanaan program pembasmian kemiskinan ke atas janaan pendapatan dalam Kawasan MADA</i> . In Pembangunan sosio-ekonomi luar bandar dan pencapaiannya. (pp 1-13). NCRC UUM. ISBN 9789670910383.
Ishak, M.S. , & Aripin, N. (2015). <i>Ekspresi Pemikiran Generasi Muda Islam Terhadap Maklumat Berkaitan Agama Melalui Pencarian Di YouTube</i> . Isu-Isu Semasa Media dan Dakwah (pp. 35 - 42), Kuala Lumpur:Akademi Pengajian Islam Universiti Malaya
Ishak, M.S. , & Abdul Hamid, N. (2015). <i>Social Media, Politics And Youths</i> . Youths, Media and Politics: A New Identity (pp. 83 - 109), Kangar:Penerbit Universiti Malaysia Perlis
Hamid, N. A., Ishak, M. S. , Ismail, S. A., & Yazam, S. S. (2013). <i>Social Media Usage among University Students in Malaysia</i> . In B. Pătruț, M. Pătruț, & C. Cmeciu (Eds.), <i>Social Media and the New Academic Environment: Pedagogical Challenges</i> (pp. 244-255). Hershey, PA: Information Science Reference. Doi:10.4018/978-1-4666-2851-9.ch012

Ishak, M.S., Abdul Rahman, M.N., & Hj. Rofie, M.K. (2013). *Aplikasi konsep al-jarh wa ta'dil dalam pembentukan konstruk kredibiliti maklumat acuan Islam*. Islamic Perspective on Management: Contemporary issues. (pp. 429 - 438), Kuala Lumpur: Akademi YAPIEM Publications

Journal Articles:

Ishak, M.S. & Abdul Hamid, N., (2023). Peranan Nilai Budaya Keinsanan Ke Arah Penguatan Kesepaduan Sosial Dalam Komuniti Pelajar Institusi Pengajian Tinggi. *International Journal of Modern Education (IJMOE)*. 5(16)1-16. DOI: 10.35631/IJMOE.516001

Ishak, M.S., Sarkowi, A., Ahmi, A., Abdulrauf-Salau, A., Memon, S., (2023). Global Research Trends in School Bullying: A Bibliometric Analysis. *Journal of Educational and Social Research*. 13(1), 91-105. DOI: <https://doi.org/10.36941/jesr-2023-0009>

Ishak, M.S., Sarkowi, A., Mustafa, M.F. & Mustapha, R. (2022). Acceptance of YouTube for Islamic Information Acquisition: A Multi-group Analysis of Students' Academic Discipline. *International Journal of Advanced Computer Science and Applications*. 13(7), 927-937.

Abdul Hamid, N., Mohd Rashid, S. **Ishak, M.S.** & Roro Retno, W. (2022) Effects of social media usage : the well-being and flourishing of housewives. *Jurnal Komunikasi ; Malaysian Journal of Communication*, 38(1). pp. 284-304.

Ishak, M. S. and Sarkowi, A. (2021) "Kesedaran Rakyat Malaysia Mengenai Rukun Negara Hanya Bermusim?: Kajian Infodemiologi Berasaskan Google Trends", *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(11), pp. 15 - 25. doi: 10.47405/mjssh.v6i11.1142.

Hamid, A. H., Rahman, M. N. A., **Ishak, M. S.**, & Ismail, S., (2021). Pengalaman Pengurusan Pentadbiran Masjid-Masjid Terbaik Di Selangor. *Journal of Islamic, Social, Economics and Development (JISED)*, 6(42), 68 - 78.

Ishak, M.S. & Azizah, S. (2021). Bimbang Ketinggalan dalam Media Sosial: Penerokaan Konsep dan Aplikasi Kajian. *Journal of Islamic, Social, Economics and Development (JISED)*, 6(42), 21 - 31.

Beh, S. H., Pue, G. H., **Ishak, M. S.**, & Noor, M. M. (2021). Kesepaduan Nasional Penduduk Kawasan Rukun Tetangga di Malaysia. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(7), 40-53.

Musa, N., & **Ishak, M. S.** (2021). The Phenomenon Of Google Effect, Digital Amnesia And Nomophobia In Academic Perspective. *Cyberspace: Jurnal Pendidikan Teknologi Informasi*, 5(1), 1-15.

Musa, N., & **Ishak, M. S.** (2020). The Identification of Student's Behaviours of Digital Amnesia Syndromes and Google Effect in the Department of Library Sciences, State Islamic University of Ar-Raniry-Indonesia. *International Journal of Information Technology and Library Science*, 9(1), 1-8.

Adetunji, R.R., **Ishak, M.S.**, Mohd Rashid, S., Mohamad, B. (2020). Do Firm-Created Contents on Social Media Enhance Brand Equity and Consumer Response Among Consumers of Automotive Brands?. *Journal of Promotion Management*. 26(1), 19-49. Routledge - Taylor & Francis Group. doi.org/10.1080/10496491.2019.1612490

Adetunji, R.R., **Ishak, M.S.**, Mohd Rashid, S. (2019). Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry. *Journal of Marketing Communications*. 25(5). 511-534. Taylor & Francis. Doi: 10.1080/13527266.2018.1455066

Mustafa, F., **Ishak, M.S.**, & Aripin, N. (2019). Pencarian maklumat berkaitan ilmu akidah, syariah dan tasawuf melalui youtube: Perbandingan metodologi temu bual kumpulan fokus dan eksperimen kuasi. *Journal of Islamic, Social, Economics and Development (JISED)*. 4(18). 22-29. Academic Inspired network. E-ISBN: 01281755

Aripin, N., Ismail, A., Yusof, N., Ishak, M.S. , Kassim, A., Ismail, R. (2019). Journalist Versus Future Journalist Malaysia: Relationship Between Attitudes, Knowledge, Skills And Journalistic Challenges. <i>International Journal of Modern Trends in Social Sciences</i> . 2(6). 25-39. Global Academic Excellence. E-ISBN: 2600877
Hamid, N.A., Ishak, M.S. , & Yusof, N. (2018). Social media risks among women in 8Malaysia: a structural equation modelling approach. <i>International Journal for Studies on Children, Women, Elderly and Disabled People</i> . 4(0), 240 – 250.
Ishak, M.S. , Kasim, A., Ismail, A., & Hamid, N.A. (2018). Teori dalam penyelidikan media: Analisis tahun 2002 hingga 2012 . <i>e-Bangi Journal</i> . 13(1), 1 – 20.
Ishak, M.S. , Kasim, A., Ismail, A., & Hamid, N.A. (2018). Konteks dan metode dalam penyelidikan media: Status semasa, perubahan dan trend. <i>International Journal of Law, Government and Communication (IJLGC)</i> . 3(7), 77 – 104.
Ishak, M.S. , & Hamid, N.A. (2018). Influence of political socialization agents on 8ymbol8it youth’s political participation: The mediating role of media and interpersonal communication. <i>Malaysian Journal of Communication (Jurnal Komunikasi)</i> . 34(2), 121 – 136.
Ishak, M.S. (2018). Hubungan Motif Tontonan, Pendedahan Tontonan, Program Pilihan Dan Sikap Terhadap Televisyen Ke Arah Membentuk Pemikiran Belia. <i>Malaysia Journal of Youth Studies</i> . 18(1), 1 – 19.
Yusof, N., Ismail, A., Aripin, N., Kasim, A., & Ishak, M.S. (2018). Industry perspective on journalism education curriculum in Malaysia. <i>Malaysian Journal of Learning and instruction</i> . 15(1), 149 – 172.
Adetunji, R. R., Mohd Rashid, S., Ishak, M.S. (2018). Social media marketing communication and consumer-based brand equity: An Account of Automotive Brands in Malaysia. <i>Malaysian Journal of Communication (Jurnal Komunikasi)</i> . 34(1), 1 – 19.
Rani, S. N., Ismail, A. & Ishak, M.S. (2017). Post political content among youth in Facebook. <i>Research on Humanities and Social Sciences</i> . 7(14), 115-119.
Mohamad, N., Ishak, M.S. , & Mohd Rashid, S. (2017). Pengaruh Personaliti Usahawan Islam Terhadap Kepercayaan Dalam Mengukuhkan Komitmen dan Kesetiaan Pelanggan. <i>International Journal of Islamic Business</i> . 2(1), 24 – 37.
Mohamad, N., Ishak, M.S. , & Mohd Rashid, S. (2017). Pengaruh ciri-ciri produk kepada kesetiaan pelanggan: Pengalaman pelanggan sebagai 8simbol penyederhana. <i>Journal Of Business And Social Development</i> . 5(2), 36 – 47.
Adetunji, R. R., Mohd Rashid, S., & Ishak, M.S. (2017). Assessing Validity And Internal Consistency Of The Social Media Marketing Communication Measurement Scales. <i>e-Bangi Journal of Social Sciences and Humanities</i> . 12(3), 1 – 14.
Ishak, M.S & Sarkowi, A. (2017). Analisis psikometrik skala pengukuran pengurusan privasi komunikasi Facebook. <i>Malaysian Journal of Communication (Jurnal Komunikasi)</i> . 33(4), 56 – 75.
Sumera, Ishak, M.S. , & Hamid, N.A. (2017). The influence of political socialization agents on political participation of 8 youths. <i>Jurnal Ilmiah LISKI (Lingkar Studi Komunikasi)</i> . 3(2), 130 – 149.
Abdul Hamid, N., & Ishak, M.S. (2016). An Exploratory Data Analysis on Social Media and Youth Online Political Participation in Nigeria and Malaysia. <i>International Journal of Multidisciplinary Approach and Studies</i> . 3(1), 47 – 59.
Aripin, N., Ismail, A., Ishak, M.S. , Abdul Rahman, N.A., Abdul Rahman, M.N., & Madon, M. (2016). “Youtube” dan generasi muda Islam: Satu pendekatan kelompok 8 dalam kalangan pelajar . <i>Jurnal Komunikasi Malaysian Journal of Communication</i> . 32(1), 165 – 188.

Ishak, M.S. , & Mohd Rashid, S. (2016). Keputusan pembelian: Jalinan antara media cetak, media atas talian dan media bersemuka. <i>Jurnal Komunikasi (Malaysian Journal of Communication)</i> . 32(1), 313 – 334.
Abdul Hamid, N., Ishak, M.S. , & Yusof, N. (2016). Assessing validity and reliability of social media as an empowerment tool for a group at risk in Malaysia. <i>Jurnal Komunikasi (Malaysian Journal of Communication)</i> . 32(1), 73 – 86.
Ahmad Marzuki, N., Ahmad, N.A., Abdul Hamid, A.S., & Ishak, M.S. (2016). Community Social Capital in Malaysia And Its Relationship With Demographic Factors . <i>The Social Sciences</i> . 11(24), 5937 – 5941.
Ishak, M.S. , Ismail, A., Bakri, M., & Kasim, A. (2016). Belia dan Penggunaan Media Sosial. <i>Malaysian Journal of Youth Studies</i> . 15(2), 167 – 186.
Ishak, M.S. , Ismail, A., Bakri, M., & Kasim, A. (2016). Pengaruh Program Televisyen Terhadap Perkembangan Sosial Belia. <i>Malaysian Journal of Youth Studies</i> . 15(2), 187 – 203.
Abdul Hamid, A.S., Ahmad Marzuki, N., Ahmad, N.A., & Ishak, M.S. (2016). Social Capital and Community Cohesion: The Constitution of Community Social Capital in Malaysia. <i>International Review of Management and Marketing</i> . 8(S8), 108 – 112.
Abdul Hamid, N., & Ishak, M.S. (2016). Modelling the Effect of Access to Information, Political Interest and Policy Satisfaction on Youth Online Political Participation in Malaysia. <i>Jurnal Komunikasi (Malaysian Journal of Communication)</i> . 32(2), 1 – 24.
Sarkowi, A. , & Ishak, M.S. (2015). Penilaian Program Praktikum Terhadap Peningkatan Kualiti Guru Pra Perkhidmatan: Analisis Berdasarkan Latent Growth Curve Modelling. <i>Journal of Techno-Social</i> . 6(1), 00 – 00.
Abdul Hamid, N., Ishak, M.S. , & Yusof, N. (2015). Measurement Model of Empowerment for Women and Girls Using Social Media . <i>e-Bangi Journal</i> . 1(), 084 – 091.
Abdul Hamid, N., Ishak, M.S. , & Mohmad Yazam, S.S.N. (2015). Facebook, YouTube and Instagram: Exploring Their Effects on Undergraduate Students' Personality Traits. <i>The Journal of Social Media in Society</i> . 4(2), 138 – 165.
Abdul Hamid, N., & Ishak, M.S. (2015). Empowering Citizen Media Through Investigative Journalism In Malaysia . <i>Jurnal Komunikasi Malaysian Journal of Communication</i> . 31(2), 1 – 27.
Ishak, M.S. (2015). Pengurusan Privasi Facebook Penjawat Awam: Pengaruh Intensiti Penggunaan, Kemahiran Swaawas dan Orientasi Privasi Organisasi . <i>Jurnal Komunikasi Malaysian Journal of Communication</i> . 31(2), 61 – 82.
Abdul Hamid, N., & Ishak, M.S. (2015). Social Media and Youth Online Participation: Perspective on Cognitive Engagement. <i>New Media and Mass Communication</i> . 44(), 8 – 15.
Ahmad Marzuki, N., Ahmad, N.A., Abdul Hamid, A.S., & Ishak, M.S. (2014). Community social capital in Malaysia: A pilot study. <i>Asian Social Science</i> . 10(12), 202 – 209.
Ishak, M.S. (2014). Pemodelan Penerimaan Maklumat Berkaitan Islam Di Internet: Pengaplikasian Model Penerimaan Teknologi (TAM) . <i>Journal of Techno-Social</i> . 5(2), 00 – 00.
Ahmad, M., Ishak, M.S. , Abdul Rahman, M.N., & Hj. Rofie, M.K. (2012). Construct of credibility tools as viewed from the perspectives of the Qur'anic and Hadith. <i>International Journal of Business, Economics and Law</i> . 1, 184 – 187.
Ishak, M.S. (2011). Internet's Islamic Information Credibility Scale (IIICS). <i>'Ulum Islamiyyah: The Malaysian Journal of Islamic Sciences</i> . 6(1), 3 – 28.

Modules / Module Chapters:
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Syamsul Anuar Che Mey @ Ismail, & Mohd Sobhi Ishak . (2003). <i>Ketagihan seks siber di kalangan pengguna Internet Malaysia yang bekerja</i> . Paper presented at the Simposium Penyelidikan Komunikasi Ke-8: Penyertaan dalam komunikasi: hak, bentuk dan dasar.

Teaching Subjects (at Universiti Kebangsaan Malaysia):	
Code	Course
LMCW2153	Penghayatan Etika dan Peradaban
RERE6014	Kaedah Penyelidikan (Kajian Etnik) (from Coordinator 2 nd Sem 2021/2022)

Undergraduate Teaching Subjects (at Universiti Utara Malaysia):	
Code	Course
SCCT1013	Information Communication Technology (Ict) And Society
SX2016	Practicum
SK3703	Communication Technology Management
SCCT1033	Introduction To Media Technology
SCCT1083	Media Theory
SCCT3123	Telecommunications
SCTX3908	Practicum
SQL1113	Statistic For Social Science
SDG1011	High Touch Communication
SCCT3023	Kaedah Penyelidikan Media
SK3713	Systems Software & Application In Network
SK3783	Communication Technology Industries
SK2063	Network In Communication Technology
SCCT1023	Introduction To Communication Technology
CCA2013	Research Method For Communication
SCCT3996	Thesis
EET2032	Living In The Multi-Cultural Society
SCCT1073	Basic Interactive Communication

SCCT3033	Media Psychology
SSQL1113	Statistic For Social Science
CCT3113	Communication Technology Network
EET1032	Personal Development And Character Building
SCCT3043	Seminar On Media
CT3113	Communication Technology Network
SCCT3013	Cyber Communication
SCCT3113	Communication Technology Network
CCX3016	Practicum Training
CT1013	Information Comm. Technology And Society
CT3133	Ergonomics
SCCT3513	Interactive Communication 11
CA2013	Research Methods For Communication
CT3123	Telecommunication
SCCT3163	Seminar In Communication Technology
SCCT3343	Electronic Journalism Seminar
Post Graduate Teaching Subject (at Universiti Utara Malaysia):	
SCCG5143	Statistical Application In Communication Research
Under Graduate Teaching Subject (at Pusat Pengajian CITRA, Universiti Kebangsaan Malaysia):	
LMCW2153	Penghayatan Etika dan Peradaban
Under Graduate Teaching Subject (at Institut Kajian Etnik (KITA), Universiti Kebangsaan Malaysia):	
RERE6014	Kaedah Penyelidikan (Kajian Etnik)

Supervisions: PhD and Master	
Nurul Nadia bt Watimin (811573). Master of Science (Managerial Communication). Completed (2012) . Teori skema : Aplikasi dalam pemilihan calon pemimpin politik (Single Supervision)	
Noraihan Binti Mohamad (812303). Master of Science (Media Management by Research). Completed (2014) . Pengaruh Faktor Teknologi terhadap Hubungan antara Organisasi dengan Penerimaan Media Sosial dalam Pemasaran Penginapan Bajet. (Single Supervision)	
Junaidi bin Abdul Rani @ Abdul Ghani (813138). Master of Science (Media Management by Research). Completed (2016) . Keamatan penggunaan, kemahiran swaawas dan orientasi privasi organisasi terhadap pengurusan privasi Facebook dalam kalangan penjawat awam di negeri Kedah: Satu analisis pengaruh. (Single Supervision)	
Abdulrauf, Aishat Adebisi (95350). Doctor of Philosophy (Communication). Completed (2016) . Cognitive Engagement and Online Political Participation on Facebook and Twitter among Youths in Nigeria and Malaysia. (2nd Supervisor)	
Sumera (900311). Doctor of Philosophy (Media Management). Completed (2018) . Utilizing and Managing Social Media for Transforming Political Activities. (1st Supervisor)	

Nur Shazana binti Abdul Rani (900380). Doctor of Philosophy (Media Management). Completed (2018) . Kredibiliti Citizen Journalism dalam Penulisan Blog Politik di Malaysia. (2nd Supervisor)
Mohd Faisal bin Mustafa (900468). Doctor of Philosophy (Media Management). Completed (2021) Tingkahlaku Penggunaan Youtube dalam Kalangan Pengguna Islam Dewasa. (1st Supervisor)
Noraihan Mohamad (900548). Doctor of Philosophy (Media Management). Completed (2018) . Pengaruh Jalinan Kekayaan Antara Media dan Personaliti Usahawan Islam dalam Hubungan yang Membentuk Kesetiaan Pelanggan kepada Perniagaan (1st Supervisor) .
Raji Ridwan Adetunji (900764). Doctor of Philosophy (Media Management). (Completed 2018) . The Influence of Social Media Strategies and Brand Community Toward Brand Loyalty: An Application of Customer Centric Model (2nd Supervisor)
Shamsul Amri bin Abdul Manap (822585). Master of Science (Media Management by Research). Completed (2020) Pengaruh Keterlibatan Dalam Muzik Terhadap Kesejahteraan Hidup Dan Motivasi Memilih Kursus Muzik Dalam Kalangan Pelajar Universiti (Single Supervision)
Nazaruddin (902064). Doctor of Philosophy (Media Management). Completed (2022) . Kajian Prinsip-prinsip Etika Berbasis Keagamaan Dan Budaya Dalam Penggunaan Media Sosial (2nd Supervisor)
Beh Sang How (P91328). Doctor of Philosophy (Ethnic Studies). Completed (2022) . Pengaruh Pengantaraan Transisi Politik Dalam Model Kesepaduan Nasional Kawasan Rukun Tetangga Malaysia. (Co-Supervisor)
Ummi Munirah Syuhada Binti Mohamad Zan (P65255). Doctor of Philosophy (Ethnic Studies). Completed (2022) . Pembangunan dan Pengujian Indeks Kesepaduan Nasional: Tinjauan dalam Kalangan Pelajar Universiti Awam di Malaysia. (Chairman of Supervisory Committee)
Mohd Nashahrudin bin Mat Daud. (P90548). Doctor of Philosophy (Ethnic Studies). (In Progress) . Pengaruh Sosialogikal Terhadap Pembentukan Patriotisme Dalam Kalangan Guru Sekolah Agama Rakyat Selangor. (Main Supervisor)
Mohamad Fakhru Anuar bin Mohamaed Ramli. (P98887). Doctor of Philosophy (Ethnic Studies). (In Progress) . Pola Dan Pengaruh Kedinamikan Kesukuan Melayu Di Perak; Cabaran Anjakan Paradigma Serta Tadbir Urus. (Co-Supervisor)
Noor Syukriah binti Zahari (P103320). Master Islamic Studies. (In Progress) . Klasifikasi Ciri Agnostik Menurut Perspektif Islam. (Co-Supervisor)
Shamsul Amri bin Abdul Manap (P112552). Doctor of Philosophy (Ethnic Studies). (In Progress) . Faktor serta kecenderungan pelajar dan alumni jurusan muzik terhadap pemilihan kerjaya sebagai pemuzik. (Co-Supervisor)
Ahmad Zul Hakimi bin Hassim (P118555). Doctor of Philosophy (Ethnic Studies). (In Progress) . Pembangunan Teori Perpaduan Malaysia. (Main Supervisor)

External Examiner:

Sally Saad Fadhill (M20162002441). Fakulti Pengurusan dan Ekonomi. Universiti Pendidikan Sultan Idris. **Sarjana Pengurusan**. The Influence of skills on employability: Case study on technology industry sector in Malaysia. (2021)

Janitha Kularajasingam. Asia Pacific Univeristy of Technology & Innovation. **PhD in Management**. Influence of Knowledge Sharing Behaviour, Social Intelligence and Competency on Teaching and Learning Performance among Academicians in Malaysian Private Universities.

Siti Ramizah Khairunnisa Binti Mohd Radzi. Fakulti Bahasa Moden dan Komunikasi. Universiti Putra Malaysia. **Master**. Impak Rangsangan Visual Provokatif Dalam Facebook Terhadap Perubahan Emosi Bagi Individu Introvert Dan Ekstrovert. (2016)

Arvin Lawrence Lampakas. Fakulti Bahasa Moden dan Komunikasi. Universiti Putra Malaysia. Master. Hubungan Antara Pola Komunikasi Keluarga dan Gaya Keibubapaan Dengan Tahap Penguasaan Kompetensi Komunikasi Interpersonal Pelajar. (2016)
Raudzoh Bt. Ismail (P53479). Institut Kajian Etnik (KITA). Universiti Kebangsaan Malaysia. Sarjana Pengajian Etnik. Pengaruh Kualiti Hidup Ke Atas Kesepaduan Sosial. (2016)
Suffian bin Haji Jalet. (P20161000752). PhD Pengurusan Pendidikan. Fakulti Pengurusan dan Ekonomi, Universiti Pendidikan Sultan Idris. Hubungan Amalam Kepimpinan Distributif dan Organisasi Pembelajaran Dalam Kalangan Pengetua Terhadap Prestasi Kerja Guru di Sekolah Menengah Harian Biasa di Negeri Sarawak. (2022)
Ara Anjuman (M20172001589). Master of Management (Information System Management). Faculty of Management and Economics. The Effects of Privacy Awareness, Security Concerns and Trusts on Information Sharing in Social Media among Public University in Selangor. (2022)

Internal Examiner:

Mohd Fikri Bin Yazan (94175). PhD (Media Management). Pengaruh Gaya Keibubapaan, Rakan Sebaya, Guru Dan Pegangan Agama Terhadap Penggunaan Media Sosial Dalam Kalangan Remaja (2020)
Nor Hidayah binti Kamarudin (819253). Master (Media Management by Research). Penglibatan dan Peranan Media Sosial Dalam Penjenamaan Tempat di Pulau Langkawi, Kedah. (2019)
Muhammad Ramzan (S95669). PhD (Media Management). Consumers' Motivation As The Gratification Sought Of Online Newspaper Consumption Among University's Students In Sindh's Province Of Pakistan. (2018)
Oba Abdulkadir La'aro (93759). PhD (Communication). Media Literacy Competence and Use of New Media for Civic Engagement among Nigerian Youths. (2015)
Oshinowo Yetunde Adejoke. Master (Media Management by Research). Usage of Social Media For Teaching Mass Communication In Higher Institutions In Kaduna State, Nigeria (2015)
Norfadhlina Md Noor (P93196). PhD Pengajian Etnik. Pembangkaian Agama Islam Dalam Perspektif Sosial dan Media Akhbar Dalam Talian di Malaysia. (2022)

List of Workshop Being Handled:

Bengkel Penyediaan Item Konstruk Untuk Instrumen Borang Soal Selidik bagi Kakitangan Akademik Institut Pendidikan Guru Malaysia Kampus Darul Aman di Hotel Corpthorne, Batu Feringgi Pulau Pinang. (9-10 Ogos 2010)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Fakulti Bahasa Moden dan Komunikasi, Universiti Putra Malaysia. (11-13 Julai 2011)
Bengkel Analisis Data Kuantitatif Dalam Kajian Tindakan untuk Staf Akademik Institut Pendidikan Guru Malaysia Kampus Darul Aman di Bahagian Teknologi Pendidikan, Kepala Batas Pulau Pinang (13-14 September 2011)
Bengkel Penulisan Bab 3 Metodologi Penyelidikan Kuantitatif untuk Staf Akademik dan Pelajar PhD Pusat Pengajian Teknologi Multimedia dan Komunikasi, Uiversiti Utara Malaysia (15 Mei 2012)
Bengkel 'Tips and Tricks' dalam menyediakan Proposal PhD untuk Pelajar PhD Universiti Utara Malaysia (4 April 2012)

Bengkel Asas Bengkel Asas dan Pertengahan Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Fakulti Bahasa Moden dan Komunikasi, Universiti Putra Malaysia. (5-7 Jun 2012)
Bengkel Asas Statistik Menggunakan SPSS untuk Pelajar Master dan PhD, Universiti Utara Malaysia (16 Disember 2012)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Universiti Utara Malaysia. (12-13 Januari 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Integrity and Good Governance Research Group, Universiti Teknologi Malaysia (24-26 Januari 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Universiti Utara Malaysia. (22-23 Februari 2013)
Bengkel Penyediaan Proposal PhD Penyelidikan Kuantitatif untuk Pelajar PhD Universiti Utara Malaysia (6 April 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Fakulti Pendidikan, Universiti Kebangsaan Malaysia. (19-20 April 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Fakulti Pendidikan, Universiti Malaya. (24-25 Mei 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Universiti Utara Malaysia. (31 Mei – 1 Jun 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Fakulti Pengurusan Teknologi dan Keusahawanan, Universiti Teknikal Malaysia, Melaka. (6-7 September 2013)
Bengkel Asas Pemodelan Persamaan Struktur (SEM) menggunakan AMOS untuk Pelajar PhD Universiti Utara Malaysia. (11-12 Oktober 2013)
Bengkel Asas Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD Universiti Utara Malaysia. (1-2 November 2013)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Februari 2014)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Julai 2014)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Oktober 2014)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Februari 2015)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (April 2015)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Ogos 2015)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Oktober 2015)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Disember 2015)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Februari 2016)

Bengkel Pemodelan Persamaan Struktur (SEM) Pelajar Siwswazah Awang Had Salleh Graduate School UUM (28 Mac 2016)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (April 2016)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD MPWS. (Julai 2016)
Bengkel SPSS. Pauh Inn (4-5 Ogos 2017)
Workshop SPSS Back2Basics. Institut Pendidikan Guru Kampus Darulaman (17 Ogos 2017)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD. Politeknik Syed Sirajuddin Pauh (28-29 Julai 2017)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD. Politeknik Syed Sirajuddin Pauh (22-23 Disember 2017)
SPSS Peramalan Sistematis Berasaskan Sumber Primer. Cawangan Khas, IPK Negeri Sembilan (24 November 2017)
Workshop of Scale Development. Faculty of Economic and Human Resource. Universiti Pendidikan Sultan Idris (UPSI) (16 Mac 2018)
Workshop SPSS Back2Basics. Cawangan Khas, Ibu Pejabat Kontinjen Polis Negeri Sembilan (19-20 Julai 2018)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD. CMRU, SMMTC UUM (27-28 Julai 2018)
Bengkel Partial Least Square menggunakan SmartPLS untuk Pelajar Master dan PhD. Institut Kajian Etnik UKM (17-18 Ogos 2018)
Bengkel SmartPLS. Department of Anthropology and Sociology, Universiti Malaya. 10 September 2021.
Bengkel PLS-SEM kepada guru Malaysia (online). Institut Pendidikan Guru Malaysia Kampus Darul Aman. 2021
Training of Trainer Kursus Penghayatan Etika dan Peradaban, Jabatan Pengajian Tinggi, Kementerian Pengajian Tinggi. 2020.
Training of Trainer Kursus Penghayatan Etika dan Peradaban, Jabatan Pengajian Tinggi, Kementerian Pengajian Tinggi. 2021
Training of Trainer Kursus Penghayatan Etika dan Peradaban, Bahagian Governans Swasta, Jabatan Pengajian Tinggi. Kementerian Pengajian Tinggi. 2021-2022.