

ASSOC. PROF. Ts. DR. MOHD SOBHI BIN ISHAK*Curriculum Vitae* (last update: January 1, 2025)**Web of Science Researcher ID:** AAK-3830-2021**4** H-Index, **17** publications, **46** Times Cited**Scopus Author ID:** 56161938800**7** H-Index, **26** documents, **213** Citations,**Google Scholar:****15** h-index, **1128** Citations, **24** 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 IT | 2021 |
| Malaysian Board of Technologist (MBOT) | Profesional Technologist IT (PT21070286) | 2021-present |

Institutional Memberships

| Institutional | Membership | Since |
|--|------------|-------|
| Malaysian Social Science Association (PSSM) (ID: 1074L) | Lifetime | 2008 |
| Alumni Universiti Putra Malaysia | Lifetime | 2012 |
| Malaysia Communication Educators Association (ID: S180013) | Lifetime | 2018 |
| Malaysia Institute of Statistics (ISM) (ID:1115) | Lifetime | 2021 |

Expertise Appointments

| Institutional | Appointment | Date |
|--|---|--|
| Universiti Kebangsaan Malaysia Kumpulan Penyelidikan Universiti: Perpaduan@Malaysia | Team Leader | 26/12/2024 |
| Jabatan Pendidikan Tinggi, Kementerian Pendidikan Tinggi Malaysia: Jawatankuasa Semakan Modul Matapelajaran Pengajian Umum (MPU) Penghayatan Etika dan Peradaban | Head of Committee | 16/12/2024 |
| Institut Penyelidikan Pembangunan Belia Malaysia (IYRES): Pelan Tindakan Pembangunan Belia Malaysia 2035 (Pelan Tindakan PBM2035) bagi Sesi 2024/2025 | Referred Expert | 19/9/2024 |
| Institut Penyelidikan Pembangunan Belia Malaysia (IYRES): Validasi Kajian Indeks Belia Malaysia (IBM) dan Indeks Budaya Sukan Malaysia (IBSM) | Referred Expert | 20 Jun 2024 |
| Pusat Pengajian Sains Perisikan dan Kajian Strategik, Maktab Polis Diraja Malaysia, Kuala Lumpur: Penyelidikan Sains Sosial dan Analisis Pemodelan | Referred Expert | 1/6–31/12, 2021; 1/1– 31/12, 2022; 1/1/2023- 31/12/2024 |
| Bahagian Perancangan dan Penyelidikan Dasar pendidikan (EPRD), Kementerian Pendidikan Malaysia: Kajian Pengukuran Indeks Perpaduan Di Sekolah Kementerian Pendidikan Malaysia (KPM) (2022, 2023, 2024) | Referred Expert / Head of Data Analysis | 18/8/2022; 1/1 12/1/2024- 31/12/2024 |
| Lembaga Pengurusan Sekolah Zakat Kedah: Pusat Kajian Kemiskinan dan Pembangunan Pelajar Asnaf Kedah | Advisor | 2021-2023 |
| Institut Pemikiran Tun Mahathir Mohamad (IPDM) Universiti Utara Malaysia | Senior Associate Fellow | 1/4/2021- 31/12/2021 |

| | | |
|--|--------|-----------|
| Jabatan Perpaduan Negara dan Integrasi Nasional (JPNIN): Technical Working Group on National Unity Twelfth Malaysia Plan | Member | 2019 |
| Institut Penyelidikan Pembangunan Belia Malaysia (IYRES): Think Tank to Institute For Youth Research Malaysia | Member | 2015-2016 |

Awards

| Award | Institutional | Date |
|--|---------------|------|
| Sijil Kecemerlangan Anugerah Kecemerlangan MyRA Prestasi 2023 (Pendanaan) | UKM | 2024 |
| Sijil Penghargaan Anugerah Kecemerlangan MyRA Prestasi 2023 (Pendanaan) | UKM | 2024 |
| Sijil Penghargaan Anugerah Kecemerlangan MyRA Prestasi 2022 (Pendanaan) | UKM | 2023 |
| 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 Struktur Sosial Masyarakat Kawasan Rukun Tetangga | Jabatan Perpaduan Negara dan Integrasi Nasional (JPNIN) | 2024 (6 months) | 479,971.82 |
| [Leader] Kajian Menilai Keberkesanan Parameter Ketegangan Masyarakat | Future Leader Initiative Association | 2023 (4 months) | 50,000 |
| [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] | Kementerian Perpaduan Negara | 2020 (4 months) | 499,000 |

| | | | |
|--|-----------------------------------|---------------------|-----------|
| Pelan Tindakan Perpaduan Negara 2021-2025 (PTPN 2021-2025) | | | |
| [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 Pembangunan Kerangka Teori Perpaduan Malaysia Sebagai Pemangkin Keharmonian Masyarakat. | FRGS 2022, KPT | 1 Sept. 2022 - 31 Ogos 2025 (36 months) | 135,000 |
| [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 (Religiousity) 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 penjanaan 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 . (2024). Pengantar Teknologi Media. Sintok: Uniutama Education and Consultancy Sdn Bhd. |
| 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: |
| Mohd Sobhi Ishak & Azizah Sarkowi (2024). Detoks digital: menangani dilema antara dunia maya dan dunia realiti bagi mencapai kesejahteraan hidup. (pp.197-215), Siti Suriani Othman & Rezki |

| |
|--|
| Perdani Sawai (2023). (Ed.) Kesejahteraan di era digital melalui komunikasi dan psikologi. Nilai: Penerbit USIM |
| Ummi Munirah Syuhada Mohamad Zan, Mohd Sobhi Ishak , Mansor Mohd Noor (2022). Pembangunan Model Kesepaduan Sosial dalam mendepani cabaran transformasi sosial: tinjauan dalam kalangan pelajar universiti awam di Malaysia (pp. 187-214), Nurul Wajhi Ahmad, Umami Munirah Syuhada Mohamad Zan, Noor Aimi Mohamad Puad (2022) (Ed.). Pengurusan Modal Insan: Isu dan Cabaran. Kajang: Penerbit KUIS |
| 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.). Pemikiran Pendidikan & Media: Isu, Cabaran & Penyelesaian. 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.). Pemikiran Pendidikan & Media: Isu, Cabaran & Penyelesaian. 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.). Pemikiran Pendidikan & Media: Isu, Cabaran & Penyelesaian. 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, Metodologi Penyelidikan Komunikasi: Pendekatan Kuantitatif</i> (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). <i>Aplikasi konsep al-jarh wa ta'dil dalam pembentukan konstruk kredibiliti maklumat acuan Islam.</i> Islamic Perspective on Management: Contemporary issues. (pp. 429 - 438), Kuala Lumpur: Akademi YAPIEM Publications |

| Journal Articles: |
|---|
| Abdul Hamid, N., Kamal Azi, K., Mohamad Yazam, S.S.N., Mohd Rashid, S., Ishak, M.S. (2024). Navigating the media maze: perceived work-life balance among women journalists <i>Jurnal Komunikasi: Malaysian Journal of Communication</i> , 40(1). pp. 120-137. [SCOPUS,Q3] |
| Ishak, M.S. , Sarkowi, A., Kushairi, N. (2023). Embedding social media platform in education: a bibliometric analysis. <i>SEARCH Journal of Media and Communication Research</i> . Special Issue: International Conference on Media Studies (ICMS2021), 71–89. [SCOPUS,Q2] |
| Ishak, M. S. , Zulkifli, Z., Ismail, M. M., & Hassim, A. Z. H. (2023). Assessing Multidimensional Scale Of Low Self-Control In Malaysian Property Crimes Prisoners. <i>International Journal of Education, Psychology and Counseling</i> , 8 (52), 598-617. [MyCITE] |
| Ismail, M. M., Adnan, Z. H., & Ishak, M.S. (2023). Kecenderungan pengundi baharu dalam Pilihan Raya Umum Ke-15. <i>JEBAT : Malaysian Journal of History, Politics & Strategic Studies</i> . 50(2), 133-149. DOI: https://doi.org/10.17576/jebat.2023.5002.08 [ESCI] |
| Ishak, M.S. & Abdul Hamid, N., (2023). Peranan Nilai Budaya Keinsanan Ke Arah Pengukuhan Kesepaduan Sosial Dalam Komuniti Pelajar Institusi Pengajian Tinggi. <i>International Journal of Modern Education (IJMOE)</i> . 5(16)1-16). DOI: 10.35631/IJMOE.516001 [MyCITE] |
| Ishak, M.S. , Sarkowi, A., Ahmi, A., Abdulrauf-Salau, A., Memon, S., (2023). Global Research Trends in School Bullying: A Bibliometric Analysis. <i>Journal of Educational and Social Research</i> . 13(1), 91-105. DOI: https://doi.org/10.36941/jesr-2023-0009 [SCOPUS,Q3] |
| Ishak, M.S. , Sarkowi, A., Mustaffa, M.F. & Mustapha, R. (2022). Acceptance of YouTube for Islamic Information Acquisition: A Multi-group Analysis of Students' Academic Discipline. <i>International Journal of Advanced Computer Science and Applications (IJACSA)</i> . 13(7), 927-937. [SCOPUS,Q3] [WoS,Q3] |
| 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. <i>Jurnal Komunikasi ; Malaysian Journal of Communication</i> , 38(1). pp. 284-304. [SCOPUS,Q3] |
| Ishak, M. S. and Sarkowi, A. (2021) "Kesedaran Rakyat Malaysia Mengenai Rukun Negara Hanya Bermusim?: Kajian Infodemiologi Berasaskan Google Trends", <i>Malaysian Journal of Social Sciences and Humanities (MJSSH)</i> , 6(11), pp. 15 - 25. doi: 10.47405/mjssh.v6i11.1142. [MyCITE] |
| Hamid, A. H., Rahman, M. N. A., Ishak, M. S. , & Ismail, S., (2021). Pengalaman Pengurusan Pentadbiran Masjid-Masjid Terbaik Di Selangor. <i>Journal of Islamic, Social, Economics and Development (JISED)</i> , 6(42), 68 - 78. |
| Ishak, M.S. & Azizah, S. (2021). Bimbang Ketinggalan dalam Media Sosial: Penerokaan Konsep dan Aplikasi Kajian. <i>Journal of Islamic, Social, Economics and Development (JISED)</i> , 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. <i>Malaysian Journal of Social Sciences and Humanities (MJSSH)</i> , 6(7), 40-53. [MyCITE] |
| Musa, N., & Ishak, M. S. (2021). The Phenomenon Of Google Effect, Digital Amnesia And Nomophobia In Academic Perspective. <i>Cyberspace: Jurnal Pendidikan Teknologi Informasi</i> , 5(1), 1-15. [SINTA 4] |
| 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. <i>International Journal of Information Technology and Library Science</i> , 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?. <i>Journal of Promotion Management</i> . 26(1), 19-49. Routledge - Taylor & Francis Group. doi.org/10.1080/10496491.2019.1612490 [SCOPUS,Q2] |
| 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. <i>Journal of Marketing Communications</i> . 25(5). 511-534. Taylor & Francis. Doi: 10.1080/13527266.2018.1455066 [SCOPUS,Q1] |
| 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. <i>Journal of Islamic, Social, Economics and Development (JISED)</i> . 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 Malaysia: a structural equation modelling approach. <i>International Journal for Studies on Children, Women, Elderly and Disabled People</i> . 4(0), 240 – 250. [MyCITE] |
| Ishak, M.S. , Kasim, A., Ismail, A., & Hamid, N.A. (2018). Teori dalam penyelidikan media: Analisis tahun 2002 hingga 2012 . <i>e-Bangi Journal of Social Sciences and Humanities</i> . 13(1), 1 – 20. [MyCITE] |
| 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. [MyCITE] |
| Ishak, M.S. , & Hamid, N.A. (2018). Influence of political socialization agents on 9ymbol9it youth's political participation: The mediating role of media and interpersonal communication. <i>Malaysian Journal of Communication (Jurnal Komunikasi)</i> . 34(2), 121 – 136. [SCOPUS,Q3] |
| 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. [SCOPUS,Q3] |
| 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 Kesytaian Pelanggan. <i>International Journal of Islamic Business</i> . 2(1), 24 – 37. [MyCITE] |
| Mohamad, N., Ishak, M.S. , & Mohd Rashid, S. (2017). Pengaruh ciri-ciri produk kepada kesetiaan pelanggan: Pengalaman pelanggan sebagai simbol 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. [MyCITE] |

| |
|---|
| <p>Ishak, M.S & Sarkowi, A. (2017). Analisis psikometrik skala pengukuran pengukuran privasi komunikasi Facebook. <i>Malaysian Journal of Communication (Jurnal Komunikasi)</i>. 33(4), 56 – 75. [SCOPUS,Q3]</p> |
| <p>Sumera, Ishak, M.S., & Hamid, N.A. (2017). The influence of political socialization agents on political participation of 10 youths. <i>Jurnal Ilmiah LISKI (Lingkar Studi Komunikasi)</i>. 3(2), 130 – 149.</p> |
| <p>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.</p> |
| <p>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 10 dalam kalangan pelajar . <i>Jurnal Komunikasi Malaysian Journal of Communication</i>. 32(1), 165 – 188. [SCOPUS, Q3]</p> |
| <p>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. [SCOPUS, Q3]</p> |
| <p>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. [SCOPUS, Q3]</p> |
| <p>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.</p> |
| <p>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.</p> |
| <p>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.</p> |
| <p>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. [SCOPUS]</p> |
| <p>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. [SCOPUS, Q3]</p> |
| <p>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. [MyCITE]</p> |
| <p>Abdul Hamid, N., Ishak, M.S., & Yusof, N. (2015). Measurement Model of Empowerment for Women and Girls Using Social Media . <i>e-Bangi Journal of Social Sciences and Humanities</i>. 1(), 084 – 091. [MyCITE]</p> |
| <p>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.</p> |
| <p>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. [SCOPUS, Q3]</p> |
| <p>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. [SCOPUS, Q3]</p> |

| |
|--|
| 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. [SCOPUS, discontinue 2015] |
| Ishak, M.S. (2014). Pemodelan Penerimgunaan Maklumat Berkaitan Islam Di Internet: Pengaplikasian Model Penerimaan Teknologi (TAM) . <i>Journal of Techno-Social</i> . 5(2), 00 – 00. [MyCITE] |
| 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. [MyCITE] |

| |
|--|
| Modules / Module Chapters: |
| Azizan Hussain, Mohd Sobhi Ishak , Norsiah Abdul Hamid, Nor Hissam Sulaiman, & Syamsul Anuar Che Mey @ Ismail. (2006). <i>Teknologi Komunikasi Maklumat dan Masyarakat</i> (Vol. 1). Sintok: Pusat Pendidikan Profesional dan Lanjutan (PACE), Universiti Utara Malaysia. |
| Mohd Sobhi Ishak. (2006). Skim Geran Aplikasi Penunjuk Cara (DAGS). In Azizan Hussain, Mohd Sobhi Ishak, Norsiah Abdul Hamid, Nor Hissam Sulaiman & Syamsul Anuar Che Mey @ Ismail (Eds.), <i>Teknologi Komunikasi Maklumat dan Masyarakat</i> (Vol. 1, pp. 43-61). Sintok: Pusat Pendidikan Profesional dan Lanjutan (PACE), Universiti Utara Malaysia. |
| Mohd Sobhi Ishak. (2006). Majlis Teknologi Maklumat Kebangsaan (NITC). In Azizan Hussain, Mohd Sobhi Ishak, Norsiah Abdul Hamid, Nor Hissam Sulaiman & Syamsul Anuar Che Mey @ Ismail (Eds.), <i>Teknologi Komunikasi Maklumat dan Masyarakat</i> (Vol. 1, pp. 23-29). Sintok: Pusat Pendidikan Profesional dan Lanjutan (PACE), Universiti Utara Malaysia. |
| Mohd Sobhi Ishak. (2006). E-Perkhidmatan Awam (EPS). In Azizan Hussain, Mohd Sobhi Ishak, Norsiah Abdul Hamid, Nor Hissam Sulaiman & Syamsul Anuar Che Mey @ Ismail (Eds.), <i>Teknologi Komunikasi Maklumat dan Masyarakat</i> (Vol. 1, pp. 79-90). Sintok: Pusat Pendidikan Profesional dan Lanjutan (PACE), Universiti Utara Malaysia. |

| |
|--|
| Proceedings: |
| Mohd Sobhi Ishak, Ahmad Zul Hakimi Hassim, Shamsul Amri Baharuddin & Kartini Aboo Talib @ Khalid. (2021). Pembangunan Pelan Tindakan Perpaduan Negara 2021-2025: Pengaplikasian Alat Pembelajaran Mesin Untuk Menganalisis Maklum Balas Rakyat Mengenai Rukun Negara. <i>MSC12 e-proceedings. Refereed proceedings of the 12th International Malaysian Studies Conference: Malaysia’s Transformation and Sustainable Development</i> . 550-572. |
| Zahurin Mat Aji & Ishak, M.S. (2018). Examining Virtual Learning Environment Success using DeLone and McLean IS Success Model. <i>Digital Proceeding of the 22nd Pacific Asia Conference on Information Systems</i> . (), 1192 – 1205. |
| Ishak, M.S. (2018). Tekanan Digital: Kesan beban komunikasi dan multitugas Internet terhadap kesejahteraan psikologi penjawat awam di Malaysia. <i>Proceedings The Eleventh International Malaysian Studies Conference (MSC11)</i> . 1(1), 415 – 436. |
| Hamid, N.A., Ishak, M.S. , & Yusof, N. (2018). Social Media Risks Model Among Women in Malaysia. <i>Proceedings of The 4th Putrajaya International Conference on Children, Women, Elderly and Person with Disabilities 2018</i> . (), 407 – 418. |

| |
|--|
| Aripin, N., Ismail, A., Ishak, M.S. , Abdul Rahman, N.A., & Abdul Rahman, M.N. (2017). Pencarian Maklumat Agama Di YouTube Dalam Kalangan Generasi Muda: Satu Kajian Menggunakan Metod Campuran . Proceedings International Conference on Media Studies 2017. 1(), 997 – 109. |
| Yusof, N., Ismail, A., Aripin, N., Kasim, A., & Ishak, M.S. (2017). Industrial Experience on Journalism Education Curriculum in Malaysia. Siconsem 2017. (), 164 – 165. |
| Abdul Hamid, S., Ishak, M.S. , & Abdul Rahman, M.N. (2017). Transformasi Pembangunan Kendiri Secara Holistik: Satu Mekanisme Penyelesaian Masalah Kemiskinan Berdasarkan Tasawur Islam. E-Prosiding Seminar Antarabangsa Penyelidikan Sirah Nabawi & Pemikiran (ISRA') 2017. 1(1), 1 – 8. |
| Ishak, M.S. , Mohd Noor, M., Mansor, S. & Mustaffa, J. (2017). Lompang Sosial dalam Perancangan Keselamatan Bandar Melahirkan Komuniti Pinggir. Conference Proceedings Conference On Corrections And Criminal Justice 2017 (CCCJ2017). 1(), 59 – 72. |
| Hamid, N.A., & Ishak, M.S. (2017). Cognitive Engagement and Online Political Participation on Social Media among Youths in Malaysia: The Moderating role of Political Knowledge. SHS Web of Conferences. 33(), 1 – 7. |
| Ishak, M.S. , Aripin, N., & Abdul Rahman, M.N. (2017). Model Penerimaan Dan Penggunaan Youtube Sebagai Medium Pencarian Maklumat Berlandaskan Islam Dalam Kalangan Generasi Muda: Aplikasi Teori UTAUT. E-Prosiding Seminar Antarabangsa Penyelidikan Sirah Nabawi dan Pemikiran (ISRA') 2017. 1(1), 00 – 00. |
| Abdul Rahman, M.N., Aripin, N., Ismail, A., Ishak, M.S. , Abdul Rahman, N.A., & Madon, M. (2017). Pencarian Dan Pemahaman Maklumat Berkaitan Aqidah Melalui Youtube Dalam Kalangan Generasi Muda Islam: Satu Kajian Terhadap Pelajar Universiti Utara Malaysia. E-Prosiding Seminar Antarabangsa Penyelidikan Sirah Nabawi dan Pemikiran (ISRA') 2017. 1(), 1 – 16. |
| Ishak, M.S. , Ismail, A., Bakri, M., & Kasim, A. (2016). Pengaruh Televisyen Dan Media Sosial Terhadap Golongan Belia Di Malaysia. Prosiding Seminar Penyelidikan IYRES 2016. 1(), 125 – 138. |
| Abdul Hamid, A.S., Ahmad Marzuki, N., Ahmad, N.A., & Ishak, M.S. (2016). How Does a Community Hold itself together? Insights from a Study on Community Social Capital in Malaysia. Data Warehouse Model For Monitoring Key Performance Indicators (KPIs) Using Goal Oriented Approach. (), 304 – 310. |
| Kasim, A., Ishak, M.S. , Ismail, A., & Hamid, N.A. (2016). Media and Government Transformation Programme (GTP) Malaysia. Proceedings of The 6 th Benjamitra Network. 6(), 299 – 317. |
| Abdul Rahman, M.N., Abdul Hamid, S., & Ishak, M.S. (2016). Islam dan Dorongan Keusahawanan Dalam Budaya Masyarakat Melayu. Seminar Serantau Peradaban dan Pemikiran Islam (ReCIT 2016). 1(1), 00 – 00. |
| Ahmad, M., Ishak, M.S. , Hj. Rofie, M.K., & Abdul Rahman, M.N. (2016). Developing Credibility of Information Scale: A Report From Divine Sources . Persidangan Antarabangsa Sains Sosial Dan Kemanusiaan. 3(), 265 – 273. |
| Abdul Hamid, S., Ishak, M.S. , & Abdul Rahman, M.N. (2016). Pengaruh Islam Dalam Budaya Keusahawanan: Kajian Terhadap Usahawan Melayu Berjaya Di Negeri Kedah. Prosiding Seminar Serantau Peradaban dan Pemikiran Islam (ReCIT 2016). 1(1), 125 – 357. |
| Aripin, N., Ismail, A., Ishak, M.S. , Abdul Rahman, N.A., Madon, M., & Abdul Rahman, M.N. (2015). "Youtube" Dan Generasi Muda Islam: Satu Pendekatan Kelompok Fokus Dalam Kalangan Pelajar Universiti. Conference Proceeding International Conference on Media and Communication 2015. 4(), 1 – 17. |
| Hamid, N.A., Ishak, M.S. , & Yusof, N. (2015). Assessing Validity and Reliability of Social Media as an Empowerment Tool for a Group at Risk. Conference Proceeding International Conference on Media and Communication 2015. 2(), 00 – 00. |

| |
|--|
| Ahmad Marzuki, N., Ahmad, N.A., Abdul Hamid, A.S., & Ishak, M.S. (2015). The relationship between community social capital and demographic factors. <i>International Academic Conference on Social Sciences</i> . 1(), 475 – 583. |
| Ishak, M.S. (2015). Pengurusan Privasi Facebook Dalam Kalangan Penjawat Awam: Pengaruh Keamatan Penggunaan, Kemahiran Swaawas Dan Pengurusan Privasi Organisasi. <i>Conference Proceeding International Conference on Media and Communication 2015</i> . 3(1), 1 – 22. |
| Ishak, M.S. (2015). Teori Dalam Penyelidikan Media: Memahami Makna Menerusi Teori, Membina Kecekapan Menerusi Praktikal. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(1), 1 – 7. |
| Ishak, M.S. (2015). Attitude And Purchase Intention Toward Green And Non Green Advertisement: Preliminary Test . <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 8 – 20. |
| Ishak, M.S. (2015). Perceived Message Credibility, Interactivity and Purchase Intention of the Facebook Message Sources. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 22 – 34. |
| Ishak, M.S. (2015). Decision Making In Purchase and Intention To Click The Online Advertising and Mobile Advertising. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 35 – 49. |
| Ishak, M.S. (2015). Factors that Influences Consumer's Purchase Intention on Product and Services: Preliminary Test. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 50 – 61. |
| Ishak, M.S. (2015). Factors towards the Use of Social Mobile Gaming Applications (SMGAs): Preliminary Test . <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 62 – 75. |
| Ishak, M.S. (2015). Faktor Yang Mempengaruhi Keberkesanan Periklanan Internet: Tinjauan Ke Atas Pelajar Lelaki DPP YAB, Universiti Utara Malaysia. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 90 – 96. |
| Ishak, M.S. (2015). How Social Influence, Brand Concern and Relative Advantage affect Smartphone's Purchase Intention among High Education Students: Preliminary Test. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 97 – 107. |
| Ishak, M.S. (2015). Traditional and Digital Media Advertising Preference: A Descriptive Evaluation of Student's Mothers of Northern University of Malaysia. <i>Proceeding of the COLLOQUIUM ON RESEARCH IN MEDIA STUDIES 2015 [CRMS' 15]</i> . 1(), 108 – 117. |
| Abdul Hamid, S., Ishak, M.S. , Abdul Rahman, M.N., HYDZULKIFLI H.H, & Dahaman, M.A. (2015). Penghayatan Agama (Religiositi) Dalam Pembangunan Keusahawanan Melayu . <i>Prosiding Konferensi Antarabangsa Islam Borneo VIII (KAIB VIII)</i> . 1(1), 135 – 140. |
| A Wahab, S.Z., Sobihatun Nur, A.S., Ishak, M.S. , & Abu Bakar, J.A. (2014). Examining Students' Preferences Between Learning Objects in UUM Learningzone Learning Management System and Face-to-Face Teaching and Learning in the Computer Lab. <i>Proceedings icon c-comet 14</i> . 00(), 280 – 290. |
| Hamid, N.A., Ishak, M.S. , & Yusof, N. (2014). Perceived Social Media Risk Towards Women and Girls in Malaysia. <i>Proceedings icon c-comet 14</i> . 1(), 150 – 157. |
| Ishak, M.S. , Ahmad, M., & Abdul Rahman, M.N. (2014). Penerimaan Maklumat Berkaitan Islam Di Internet: Adakah Tanggapan Kredibiliti Dipertimbangkan Oleh Golongan Berpendidikan Agama? . <i>Persidangan Antarabangsa Kelestarian Insan 2014</i> . 4(Jld 3), 147 – 158. |

| |
|--|
| <p>Ishak, M.S. (2014). Hubungan Sikap, Norma Subjektif, Kawalan Tingkahlaku dan Kebenaran Terhadap Niat Pembelian Dalam Pengiklanan Mobile Dalam Kalangan Pelajar Universiti . Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 118 – 129.</p> |
| <p>Ishak, M.S. (2014). Perbezaan Pandangan Peminat Berdasarkan Gender Terhadap Populariti Selebriti Hiburan Di Malaysia . Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 00 – 00.</p> |
| <p>Ishak, M.S. (2014). Penerimaan Media Sosial Dalam Sektor Penginapan Bajet di Malaysia. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 768 – 772.</p> |
| <p>Ishak, M.S. (2014). Niat untuk Menderma: Modifikasi Sentuhan Jiwa Rancangan Bersamamu Sebagai Iklan Layanan Masyarakat. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 103 – 108.</p> |
| <p>Ishak, M.S. (2014). Niat Pelanggan Wanita Terhadap Pembelian Produk Kosmetik Secara Online Dalam Kalangan Pelajar Wanita SMMTC, UUM. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 109 – 117.</p> |
| <p>Ishak, M.S. (2014). Proses Pemupukan Persepsi Realiti Menerusi Drama Bersiri dalam kalangan Pelajar Media dan Bukan Media: Teknologi Media dan Kerja Sosial. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 602 – 610.</p> |
| <p>Ishak, M.S. (2014). Hubungan Di Antara Aktiviti Bukan Akademik Dengan Pencapaian Akademik Pelajar UUM. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 651 – 654.</p> |
| <p>Ishak, M.S. (2014). Profil dan Ciri Tontonan Rancangan Televisyen Dalam Kalangan Pelajar UUM. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 655 – 659.</p> |
| <p>Ishak, M.S. (2014). Sikap Terhadap Penggunaan Media Teknologi dalam kalangan Pelajar UUM. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 466 – 470.</p> |
| <p>Ishak, M.S. (2014). Faktor yang Mempengaruhi Kecenderungan Menderma Kepada Pusat Tahfiz Anak Yatim. Proceedings INTERNATONAL CONFERENCE ON CULTURE,COMMUNICATION AND MULTIMEDIA TECHNOLOGY 2014 . 1(), 523 – 529.</p> |
| <p>Abdul Rahman, M.N., Ishak, M.S., Ahmad, M., & Hj. Rofie, M.K. (2013). Pengaruh 14symbol halal dan tahap keprihatinan hidangan halal terhadap sikap kepada kopitiam dalam kalangan generasi muda Islam. Prosiding Konferensi Antarabangsa Islam Borneo VI. 1(), 176 – 182.</p> |
| <p>Hj. Rofie, M.K., Ishak, M.S., Ahmad, M., & Abdul Rahman, M.N. (2013). Perbezaan pandangan untuk mengunjungi kopitiam dalam kalangan generasi muda Islam dari aspek jantina, Lokasi tempat tinggal dan kekerapan berkunjung. Prosiding Konferensi Antarabangsa Islam Borneo VI. 1(), 294 – 298.</p> |
| <p>Ishak, M.S. (2013). Pengaruh Faktor Organisasi Dan Faktor Teknologi Terhadap Penerimaan Media Sosial Sebagai Medium Pemasaran Penginapan Bajet. Proceeding Terengganu International Tourism Conference 2013. 1(), 170 – 181.</p> |
| <p>Ishak, M.S., & NO_INITIAL (2013). GENDER REPRESENTATION IN MEDIA: A YOUTUBE ADVERTISEMENT ANALYSIS AND ROLE-PLAY CASE STUDY. National Case Study Conference 2013: Enriching Research, Developing Learning & Applying Excellence in Teaching. 1(), 374 – 382.</p> |

| |
|---|
| Ishak, M.S. (2013). Predicting Intentions To Visit Kopitiam As Halal Food Outlet: An Extension Of The Theory Of Planned Behavior. 4 TH INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC RESEARCH (4 TH ICBER 2013) PROCEEDING. 4(), 850 – 861. |
| Ishak, M.S. (2013). Hubungan Modal Sosial dan Pendapatan Projek Ekonomi Peserta Amanah Ikhtiar Malaysia (AIM) Wilayah Kedah dan Kelantan. Prosiding Persidangan Kebangsaan Ekonomi Malaysia Ke VIII 2013 . 2(), 898 – 909. |
| Abdul Hamid, A.S., Ahmad, N.A., Ahmad Marzuki, N., & Ishak, M.S. (2013). Developing Social Capital Indicators for Malaysian Society: some Findings from a Pilot study. 4 th International Conference on Education and Information Management. 1(), 361 – 367. |
| Hamid, N.A., Ishak, M.S. , & Yusof, N. (2012). Measurement model of empowerment for women and girls using social media.. Proceeding of International Conference on Social Sciences and Humanities (ICOSH) 2012. (), 1519 – 1523. |
| Abdul Rahman, M.N., Ishak, M.S. , Ahmad, M., & Hj. Rofie, M.K. (2012). Pengagihan Zakat Kepada Fakir Miskin Di Negeri Kedah Tumpuan Daerah Kubang Pasu : Satu Perbincangan. Proceeding of SEMINAR ISU- ISU ZAKAT KONTEMPORARI DI MALAYSIA . (), 81 – 96. |
| Ishak, M.S. , Abdul Rahman, M.N., Hj. Rofie, M.K., & Ahmad, M. (2012). Pembangunan dan Pengesahsahihan Model Pengukuran Kredibiliti Penyampai Maklumat Dari Perspektif Islam. Proceeding of International Conference on Culture, Communication and Multimedia Technology. (), 8 – 16. |
| Ishak, M.S. (2012). Faktor-Faktor Yang Membentuk Persepsi Peminat Terhadap Populariti Selebriti Hiburan Di Malaysia. Proceeding of International Conference on Communication and Media (iCOME'2012). (), 20 – 35. |
| Ishak, M.S. (2011). Kredibiliti Maklumat Sebagai Faktor Antecedent Yang Mempengaruhi Tanggapan Pengguna Dalam Model Penerimaan Maklumat Berkaitan Islam di Internet. PROSEEDING OF INTERNATIONAL CONFERENCE OF MEDIA AND COMMUNICATION. (), 1 – 15. |
| Ishak, M.S. (2011). Tahap Penerimaan Maklumat Berkaitan Islam di Internet Dari Perspektif Model Penerimaan Teknologi (TAM). PROSEEDING OF INTERNATIONAL CONFERENCE OF MEDIA AND COMMUNICATION. (), 705 – 720. |
| Ahmad, M., Ishak, M.S. , Abdul Rahman, M.N., & Hj. Rofie, M.K. (2011). The Credibility of Information Sources as Viewed from the Perspectives of the Qur'anic and Hadith.. Proceeding of 2 nd International Soft Science Conference. (), 45 – 60. |
| Ahmad, M., Ishak, M.S. , Abdul Rahman, M.N., & Hj. Rofie, M.K. (2011). Pengaruh Sijil Halal dan Tahap Keperihatinan Hidangan Halal Terhadap Keinginan Untuk Menjamu Selera Kopitiam Dalam Kalangan Generasi Muda Islam. . Proceeding of Seminar Perundangan Islam Dalam Masyarakat Kontemporari 2011 (ISLAC 2011). (), 89 – 113. |
| Mohamad Yazam, S.S.N., Ishak, M.S. , & Hamid, N.A. (2011). The relationship between advertising and muslim students' intention to visit kopitiam. Proseeding Of International Conference Of Media And Communication. (), 101 – 119. |
| Ishak, M.S. , NO_INITIAL, NO_INITIAL, Khalil, S., NO_INITIAL, & Mustaffa, J. (2008). Prestasi Barisan Nasional :Analisis terhadap pola pengundian dalam Pilihanraya Umum ke 12 . 6 th International Malaysian Studies Conference (MSC6) . –(), 1 – 11. |
| Ismail, A., Aripin, N., & Ishak, M.S. (2006). Populariti program televisyen sebagai asas kepopularan stesen televisyen di Malaysia. Proceeding of Seminar Kebangsaan Komunikasi Ketiga. (), 81 – 94. |

| Working Papers: |
|---|
| Nurzaid Muhd Zain, & Mohd Sobhi Ishak . (2006). <i>Teknologi 3G: Medium Baru Penjana Perkhidmatan Elektronik Kerajaan Di Malaysia</i> . Paper presented at the Seminar Komunikasi Kebangsaan Ketiga 2006. |
| Mohd Sobhi Ishak . (2004). <i>Interpreting the Undecided Respondents in the 2004 General Election</i> . Paper presented at the 4 th International Malaysian Studies Conference. |
| Mohd Sobhi Ishak , Mansor Mohd Noor, Mohd Fo'ad Sakdan, Za'im Ahmad, Mohammad Ainuddin Iskandar Lee Abdullah, Hassan Ali, et al. (2008). <i>Implikasi Keputusan Pilihanraya Umum Ke-12 Ke Atas Halatuju Pembangunan Negara</i> . Paper presented at the Seminar Politik Malaysia: Lanskap Politik Malaysia Pasca Pilihanraya Ke -12. |
| Mohd Sobhi Ishak , & Muslimin Wallang. (2008). <i>Prestasi Barisan Nasional: Analisis terhadap pola pengundian dalam Pilihanraya Umum Ke-12</i> . Paper presented at the 6 th International Malaysian Studies Conference (MSC6). |
| Nor Idayu Mahat, Hassan Ali, Mansor Mohd Noor, Mohd Fo'ad Sakdan, Bakri Mat, Za'im Bin Ahmad, et al. (2008). <i>Ramalan Pengundian Pilihan Raya Menggunakan Model Regresi Logistik</i> . Paper presented at the 6 th International Malaysian Studies Conference (MSC6) |
| Bakri Mat, Za'im Bin Ahmad, Siti Alida John Abdullah, Samihah Khalil, Yusramizza Md. Isa @Yusof, Mansor Mohd Noor, et al. (2008). <i>Faktor Himpitan Ekonomi Dalam Mempengaruhi Tingkahlaku Pengundi Pilihanraya Umum Ke-12</i> Paper presented at the 6 th International Malaysian Studies Conference (MSC6). |
| Musa Abu Hassan, Mohd Sobhi Ishak , Narimah Ismail, & Siti Zobidah Omar. (2007). <i>Sharing of On-line Islamic information in Malaysia</i> Paper presented at the World Communication Association (WCA) Conference 2007. |
| Mohd Fo'ad Sakdan, Mohammad Ainuddin Iskandar Lee Abdullah, Mansor Mohd Noor, Hassan Ali, Siti Alida John Abdullah, Nor Idayu Mahat, et al. (2008). <i>Belia dan Pilihanraya Umum ke 12</i> . Paper presented at the 6 th International Malaysian Studies Conference (MSC6). |
| 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): | |
| REERE6014 | 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) |
| 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) |
| Mohd Faisal bin Mustafa (900468). Doctor of Philosophy (Media Management). Completed (2021) Tingkahlaku Penggunaan Youtube dalam Kalangan Pengguna Islam Dewasa. (1st 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) |
| Umami 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) |
| Nazaruddin (902064). Doctor of Philosophy (Media Management). Completed (2023) . Kajian Prinsip-prinsip Etika Berbasis Keagamaan Dan Budaya Dalam Penggunaan Media Sosial (2nd Supervisor) |
| Mohd Nashahrudin bin Mat Daud. (P90548). Doctor of Philosophy (Ethnic Studies). Completed (2024) . Pengaruh Sosialogikal Terhadap Pembentukan Patriotisme Dalam Kalangan Guru Sekolah Agama Rakyat Selangor. (Single Supervision) |
| 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) |
| Shamsul Amri bin Abdul Manap (P112552). Doctor of Philosophy (Ethnic Studies). Completed (2025) . Faktor serta kecenderungan pelajar dan alumni jurusan muzik terhadap pemilihan kerjaya sebagai pemuzik. (Main Supervisor) |

| |
|---|
| Ahmad Zul Hakimi bin Hassim (P118555). Doctor of Philosophy (Ethnic Studies). (In Progress) . Pembangunan Teori Perpaduan Malaysia. (Main Supervisor) |
| Nur Anis Amalina binti Amir Hamzah (P126829). Doctor of Philosophy (Ethnic Studies). (In Progress) . Merealisasikan Konsep Perpaduan Kefahaman Terkini Untuk Meningkatkan Tahap Perpaduan Dalam Komuniti Kawasan Kejiranan KRT. (Main Supervisor) |
| |

| |
|---|
| External Examiner: |
| Sally Saad Fadhil (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. |