



**PROF. MADYA DR.
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Address: Fakulti Kepimpinan
Dan Pengurusan

SUPERVISION

PhD - Completed: 6, Ongoing: 2

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Radio Communications And Broadcasting

Media And Globalisation (including International Communication)

Political Economy

BIOGRAPHY

A lecturer from Fakulti Kepimpinan Dan Pengurusan. Holds a Phd in Komunikasi Dan Pengajian Media.

ACADEMIC QUALIFICATION

Phd in Komunikasi Dan Pengajian Media (2014)

Master in Komunikasi Korporat (2002)

Diploma in Penyiaran (1992)

RESEARCH

1. PERCEPTION, PREFERENCE AND TECHNIQUES OF USING ONLINE MEDIA IN DA'WAH ACTIVITIES BY RELIGIOUS PREACHERS IN WEST JAVA AND MALAYSIA

2021

ON GOING

MAIN RESEARCHER

2. MENJAMIN MASYARAKAT YANG SELAMAT DAN WARAS : PERANAN MEDIA ISLAM SEMASA PERINTAH KAWALAN PERGERAKAN (PKP)

2020

COMPLETED

MAIN RESEARCHER

3. DEVELOPING AN INTEGRATED BROADCAST MANAGEMENT MODEL FOR RADIO USIM

2016

COMPLETED

MAIN RESEARCHER

4. THE DEVELOPMENT OF CREATIVE CONTENT INDUSTRY : PROSPECTS AND CHALLENGES IN MALAYSIA

2012

COMPLETED

MAIN RESEARCHER

5. PERKEMBANGAN BIDANG PENYIARAN DAN KEWARTAWANAN DI MALAYSIA (1990-2000)

2006

COMPLETED

MAIN RESEARCHER

6. TAHAP KEMAHIRAN DAN KEMUDAHANPENGGUNAAN ICT: SATU
TINJAUAN DI KALANGAN PELAJAR KUIM

2005 COMPLETED MAIN RESEARCHER

PUBLICATION

1. SCREENING ISLAM IN MALAYSIAN HORROR FILMS: A TALE OF THE LOST AND FOUND

2025 JOURNAL

2. CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

2025 JOURNAL

3. TALES OF THE LOST AND FOUND: REPRESENTATIONS OF ISLAM IN MALAYSIAN HORROR FILMS IN E-PROCEEDINGS (EXTENDED ABSTRACT) OF 4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC 2024): COMMUNICATION AND DIGITISATION IN MADANI SOCIETY

2024 PROCEEDING

4. ZERO-COST MARKETING: ONLINE ADVERTISING AND ITS IMPACT ON ENTREPRENEURS (BOOK OF ABSTRACT)

2024 PROCEEDING

5. HANDLING THE CAMPUS RADIO AND STUDENTS' PARTICIPATION

2024 CHAPTER IN BOOK

6. PENDEKATAN DAKWAH PENDAKWAH MELALUI INSTAGRAM

2023 PROCEEDING

7. E-PROSIDING (KERTAS KERJA PENUH)

2023 PROCEEDING

8. EUROPEAN PROCEEDINGS OF SOCIAL AND BEHAVIOURAL SCIENCES (EPSBS)

2021 PROCEEDING

9. CABARAN MENGEKALKAN KEMAMPAKAN RADIO KAMPUS DI UNIVERSITI-UNIVERSITI DI MALAYSIA DAN INDONESIA DALAM ERA MEDIA BAHARU

2020 JOURNAL

10. FACTORS PRESSURING WORKERS PERSONAL WELLBEING AT MEDIA WORKPLACE ENVIRONMENT

2020 PROCEEDING

11. FACTORS PRESSURING WORKER'S PERSONAL WELLBEING AT MEDIA WORKPLACE ENVIRONMENT

2020 PROCEEDING

12. MANAGING PRESSURING ECO-SYSTEM INFLUENCING MEDIA WORKERS' WELL-BEING IN MALAYSIAN CREATIVE INDUSTRIES

2019 PROCEEDING

13. CABARAN MENGEKALKAN KELESTARIAN RADIO KAMPUS DI MALAYSIA DAN INDONESIA DALAM ERA MEDIA BAHARU

2019 PROCEEDING

14. SUSTAINABILITY OF CAMPUS RADIO IN MALAYSIAN AND INDONESIAN UNIVERSITIES: CHALLENGES AND WAY FORWARD

2018 JOURNAL

15. THE IMPLICATIONS OF MPB STRUCTURAL TRANSFORMATION ON TV PROGRAMMING

2016 JOURNAL

16. PENERBITAN KREATIF : CABARAN MENGURUS KREATIVITI DALAM ORGANISASI MEDIA

2013 PROCEEDING

17. POLITICAL ECONOMY OF CONGLOMERATION AND ITS IMPACT ON TELEVISION PROGRAMMING IN MALAYSIA

2010 PROCEEDING

18. MEDIA GIANT?S INFLUENCE IN THE PRODUCTION OF CONTENT IN MALAYSIA

2010 PROCEEDING

19. FACTORS INFLUENCING RELIGIOUS PROGRAMMES IN THE CHANGING LANDSCAPE OF MALAYSIA PRIVATE TELEVISION BROADCASTING

2009 PROCEEDING

20. THE ROLE OF MASS MEDIA IN PROMOTING HALAL PRODUCTS IN MALAYSIA

2007 PROCEEDING

21. TAHAP KEFAHAMAN DAN KEMAHIRAN ICT DALAM KALANGAN PELAJAR-PELAJAR BERPENDIDIKAN AGAMA

2006 PROCEEDING

22. KESAN PERISTIWA 11 SEPTEMBER 2001 TERHADAP SISTEM KEWARTAWANAN DUNIA

2006 CHAPTER IN BOOK

CONSULTATION/ADULATION

1. PENGUBAL SOALAN PEPERIKSAAN PERKHIDMATAN, PENOLONG PENERBIT RANCANGAN (GRED B19)

2023 UNIVERSITY JABATAN PENDAFTAR, USIM

2. GERAN PENJANA KPT - CAP - CAREER ADVANCEMENT PROGRAMME

2023 NATIONAL PUSAT ALUMNI DAN KERJAYA, USIM

3. PAKAR RUJUK INSTRUMEN KAJIAN PEMBANGUNAN MODEL DAN MODUL PELAKSANAAN AUDIT KOMUNIKASI DAN KEBERKESANAN MEDIA

2023 NATIONAL LEMBAGA HASIL DALAM NEGERI MALAYSIA (LHDNM)

4. PANEL PENILAIAN CALON BAGI ANUGERAH KREATIVITI, SENI DAN BUDAYA 2017

2018 UNIVERSITY USIM

5. JURI PERTANDINGAN VIDEO PENDEK ANJURAN BERSAMA PROGRAM KOMUNIKASI DAN MAJLIS PERBANDARAN NILAI

2018 OTHERS MAJLIS PERBANDARAN NILAI

AWARDS/RECOGNITION

1. STAF CONTOH

2024 OTHERS

2. EXPLORING MEDIA CONTENT STRATEGIES THROUGH INTERACTIVE AND ENGAGING TOOL FOR EDUCATION

2024 Universiti Silver

3. PEMBINAAN MODUL DAKWAH DAN PROMOSI PERKHIDMATAN MAINS (ONLINE)

2024 Universiti Gold

4. PEMBINAAN MODUL PEMBIMBING MEDIA ISLAMI

2024 Universiti Gold

5. LIGHT, CAMERA, ANALYZE!: AN E-GUIDE FOR FILM ANALYSIS

2024

Universiti

Gold