

SHARIFAH SOFIAH SYED ZAINUDIN

SENIOR LECTURER



PERSONAL PROFILE

Department of Communication
Faculty of Modern Languages and
Communication Universiti Putra
Malaysia
43400 UPM Serdang, Selangor
Malaysia



AREAS OF EXPERTISE

- New Media Studies
(Blogging/SNS/CMC)
- Human Communication
- Interpersonal Communication
- Intercultural Communication
- Gender studies

CONTACT

✉ sharifahsofiah@upm.edu.my

🔍 [https://fbmk.upm.edu.my/staf/staf
_akademik/jabatan_komunikasi](https://fbmk.upm.edu.my/staf/staf_akademik/jabatan_komunikasi)

ACADEMIC QUALIFICATION



DOCTOR OF PHILOSOPHY | 2020

University of Leicester, United Kingdom

Major: Media and Communication
(New Media Studies)



MASTER OF SCIENCE | 2013

Universiti Putra Malaysia

Major: Human Communication



BACHELOR OF COMMUNICATION | 2008

International Islamic University Malaysia

Major: Organisational Communication

LANGUAGE PROFICIENCY

ENGLISH

Written – Excellent
Spoken – Excellent

BAHASA MALAYSIA

Written – Excellent
Spoken - Excellent

PROFESSIONAL MEMBERSHIPS



- UPM-UNICEF C4D Fellow
- Malaysian Association of Communication Educators (MACE)
- Persatuan Pegawai Akademik PPAUPM
- Protection From Sexual Exploitation and Abuse (PSEA) committee member, UPM



EDITOR FOR JOURNALS

- Guest editor of Asian Journal of Applied Communication (AJAC)
- Article Editor for Sage Open



ACADEMIC ADVISOR

- Academic Advisory Panel for the Foundation in Communication Program, Kolej Universiti Islam Antarabangsa Selangor (KUIS)



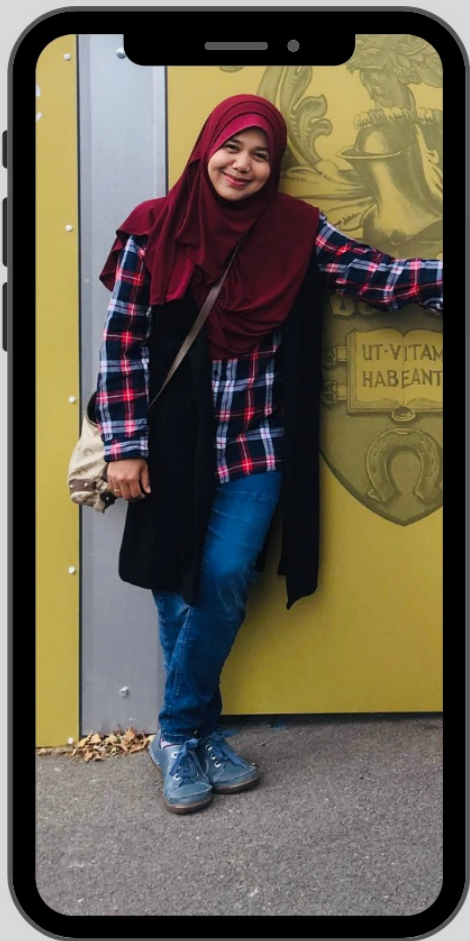
ADMINISTRATIVE DUTIES

- Program Coordinator for Bachelor of Communication (Distance Learning)
- Department of Communication's Secretary
- Curriculum review committee for Bachelor of Communication Program
- Curriculum review committee for Master of Corporate Communication



SUPERVISION

- PhD (9 students)- Main Supervisor
- PhD (14 students)- Committee Members
- Master of Science (1 student)- Main supervisor
- Final Year Project (A) and Project (B)
- Advisor for Bachelor of Communication Students
- Industrial Training Monitoring Lecturer



TEACHING EXPERIENCE

Bachelor Courses

- KOH3434 | Interpersonal Communication
- KOH3361 | Intercultural Communication
- KOM3305 | Media, Technology & Society
- KOH3333 | Communication for Change

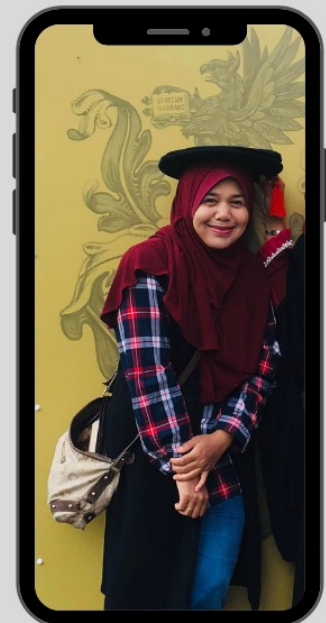
Postgraduate Courses

- KOM5213| Psychology of Communication
- KOM5215| Intercultural Communication



ACHIEVEMENT

- **Gold Medal at International Putra InnoCreative Poster Competition 2021**, organized by International Putra InnoCreative Carnival in Teaching and Learning, UPM.
- **2nd Place Video Competition for Women International Day 2021** organized by YADEM, Malaysia. Video entitled: Blogging and Muslim Women in Malaysia.
- **Promising Award, 2nd place Innovation Poster Competition organized by MAYA** International Invention and Innovation Poster 2021. Poster entitled: The information disclosure in the blogs written by young Muslim women in Malaysia.
- **Best Presentation Award** at 17TH Biennial International Conference on Media and Communication (MENTION 2021) organized by Universiti Kebangsaan Malaysia.





PUBLICATION

Sharifah Sofiah Syed Zainudin

- **Sharifah Sofiah Syed Zainudin** and Saiful Nujaimi Abdul Rahman (2021), Information Disclosure in the Blogs Written by Young Muslim Women in Malaysia. *Journal of Management Information and Decision Sciences*. Vol. 24 (S6), pp. 1-12.
- Saiful Nujaimi Abdul Rahman, Rohaidah Kamaruddin, **Sharifah Sofiah Syed Zainudin**, Megat Al Imran Yasin (2021), Social Media's Gig-Economy Participation Amongst Contemporary Malaysia's Muslim Entrepreneurs. *Academy of Entrepreneurship Journal*, Vol. 28 (2), pp. 1-14.
- **Sharifah Sofiah Syed Zainudin**, Siti Aishah Mohammad Razi and Mastura Mahamed (2021), The influence of Korean Culture on BTS Non-musical Programs, Proceeding of the Cross-Cultural Communication Conference (CCCC2021)
- Siti Aishah Mohammad Razi, **Sharifah Sofiah Syed Zainudin** & Mastura Mahamed (2021), Cultural Understanding through BTS Non-musical, Programs Proceeding of the 7th Malaysia International Conference on Foreign Languages (MICFL2021).
- **Sharifah Sofiah Syed Zainudin**, Wu Jiashou and Saiful Nujaimi Abdul Rahman (2021), The Effect of Dating Application 'TINDER' on Communication and Interpersonal Relationships Among University Students, Programs Proceeding of International Media and Communication Conference, UKM MENTION 2021
- **Sharifah Sofiah Syed Zainudin** (2020). Self-disclosure and Relationship Development among Malaysian Female Bloggers. (Published PhD's Thesis). University of Leicester, Leicester, UK.
- **Sharifah Sofiah Syed Zainudin**, Siti Zobidah Omar, Jusang Bolong and Mohd Nizam Osman. (2011). Facebook Addiction among Female University Students. *Revista de Administratie Publicasi Politici Sociale*. [The Public Administration and Social Policies Review], 2(7): 95-109.

CONFERENCE

- **Sharifah Sofiah, S. Z.** & Saiful Nujaimi Abdul Rahman (July, 2021). Information Disclosure in the Blogs Written by Young Muslim Women in Malaysia. Paper presented at (ICIMaC 2021), University Science Islam Malaysia, Nilai, Malaysia.
- **Sharifah Sofiah, S. Z.** (September, 2021). Cultural Understanding Through BTS Non- musical Programs. Paper presented at Cross-Cultural Communication Conference 2021, Chulalongkorn University, Thailand.
- **Sharifah Sofiah, S. Z.** (December, 2018). Blogging, Identity Portrayal and Self-disclosure Online: The case of Malaysian Female Bloggers "The Scarflet Sisters". Paper presented at 8th International Congress on Human Sciences (GKA HUMAN), University Abat Oliba CEU, Barcelona, Spain.
- **Sharifah Sofiah, S. Z.** (July, 2017). Gender, Blogging and Self-disclosure. Paper presented at New Media Dimension in Mass Society Conference (NDiMS), University of Leicester, United Kingdom.
- **Sharifah Sofiah, S. Z.** (September, 2017). Self-disclosure and Relationship Developments on Blogs. Paper presented at Communication and New Media Direction Conference at London School of Economics (LSE), London, United Kingdom.