



CURRICULUM VITAE



DR NOR AZURA ADZHARUDDIN
DEPARTMENT OF COMMUNICATION
FACULTY OF MODERN LANGUAGES AND COMMUNICATION
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Curriculum Vitae

(A) Personal

- Age : 48 years old
- Gender : Female
- Race : Malay
- Nationality : Malaysian
- Date and Place of Birth : 31 August 1970/ Kuala Lipis, Pahang
- Marital Status : Married
- Current Position : Senior Lecturer/Consultant/Researcher
- Area of Expertise : Advertising & Media Technology, Celebrity Endorsements, Memory & Attitude, Integrated Marketing Communication Strategy and Communication Issues.

(B) Education

- Ph.D. in Advertising & Media, The University of Sheffield, United Kingdom, 2011.
- MBA. Masters of Business Administration, Ohio University, USA, 1998.
- B. Ed. TESL (Hons.), Universiti Kebangsaan Malaysia 1994.
- Matriculation, Centre of Preparatory Studies (KPP/UITM), Shah Alam, Selangor, Malaysia, 1988.
- Sijil Pelajaran Malaysia (SPM), Sekolah Menengah Sains Dungun, Dungun Terengganu, Malaysia, 1987

(C) Professional Societies

- **Exco Member** of World Academy of Islamic Management (WAIM), since 2017 – present
- **Editorial Committee** of Journal Islamic Management Studies (JIMS), since 2017- present
- **Member of Alumni**, The University of Sheffield, United Kingdom, since 2010- present
- **Member of Alumni** Ohio University , United States of America, since 1998- present
- **Member of MEDLIT (Erasmus Mundus Program)**, since 2019 – present
- **Member of Editorial Board**, *Global Media Journal –Malaysian Edition*, since 2014 – present.
- **Member** of the International Islamic Marketing Association (IIMA) (2012-2013)
- **The Chairmanship Team Members** Malaysia, Indonesia and Brunei Region of 3rd. Global Islamic Marketing Conference Cairo Egypt (GIMC3, IIMA, 2012).
- **Member of EUPRERA** (European Public Relations Education and Research Association) (2008-2010)

(D) Appointments

Academic Management and Leadership Appointments

- **Associate Fellow CoSComm**, Corporate Strategy and Communications Office UPM, 2016-present.
- **Board Member**, New Media and Society Post-graduate Communication Program, The National Defence University of Malaysia/ Universiti Pertahanan Malaysia (UPNM), August 2018 - present
- **Associate Researcher**, Halal Products Research Institute, Universiti Putra Malaysia, 2017-2019
- **Exco Member**, World of Islamic Academy Management, 2017-present.
- **Programme Examiner**, Bachelor of Communication, Faculty of Communication, Taylor University, 2017-2019.

- **Invited Keynote Speaker** entitled “*Rethinking Communication, Education, Language and Social Sciences*’ for KLISELS Conference, 21-22 July, 2018.
- **Associate Editor**, Journal of Islamic Management Studies, 2017-present.
- **Editorial Board** GMJ-ME: Global Media Journal Malaysian Edition, 2012 –2018.
- **Exam Content Moderator**, INTI International College Subang, 2012-2018
- **Expert panel/ Module Writer**, Negotiation Skills Module, UPM Holding, 2017
- **Chairman of Academic Marketing Programme**, Faculty of Modern Languages and Communication, July 2013- July 2016.
- **Coordinator** of Publication Unit, Department of Communication, FBMK, UPM, August, 2014- August 2018.
- **Manuscript Reviewer** for Department of Communication, FBMK, UPM, 2012-2014.
- **Auditee**, SWA Accreditation(Audit Pengekalan Swaakreditasi), 2015.
- **Trainer** for Training of Trainers (ToT) Asas Keusahawanan MGM3180, Faculty of Economics and Management, UPM, 21 – 23 December 2015
- **Chairperson/ Moderator**, Mini Seminar: Go Online, Be Safe (RUGS Project), Faculty of Modern Languages and Communication, UPM, 2014.
- **Associate Member of CARE** (Cancer Resource Centre, UPM), 2012-2013.
- **Head of Industrial Training** (Faculty of Modern Languages and Communication, February 2011- July 2013.
- **Coordinator** of Industrial Training, Department of Communication, FBMK, February 2011- July 2013.
- **Coordinator** for Industrial Relations, February 2011- July 2013.
- **Editorial Board** GMJ-ME: Global Media Journal Malaysian Edition, 2012 –2018.
- **Advisor & Evaluator**, Curriculum Development JTPS-NOSS, (Jawatankuasa Penilaian Standard Kurikulum Penterjemahan), Jabatan Pembangunan Kemahiran, Cyberjaya, 2015.
- **Expert panel/ Module Writer**, Enterprising School (Corporate Branding Module), Pusat Inovasi Keusahawanan dan Pembangunan Pelajar UPM, 2012.
- **Speaker/ Facilitator**, Bengkel Training of Trainers (ToT) Kursus Ketrampilan Graduan (Finishing School) Co-Curriculum and Student Development (CSDC), UPM, 5 & 6 Oktober 2013.
- **Speaker/ Facilitator**, Training of Trainers Starting School 2013 Workshop Co-Curriculum and Student Development (CSDC), UPM, 11 Jun 2013
- **Speaker/ Facilitator** , Training of Trainers Kursus Finishing School 2013 Workshop, 6 & 7 Julai 2013
- **Senior Lecturer**, Department of Communication, Faculty of Modern Languages & Communication, Universiti Putra Malaysia, since 15 March, 2011.
- **Tutor**, Department of Communication, Faculty of Modern Languages & Communication, Universiti Putra Malaysia, since 15 March, 2001-2009.
- **Language Teacher**, Department of English Language, UPM, 1999-2001.

(E) Awards

- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang), Universiti Putra Malaysia, 2018
- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang), Universiti Putra

- Malaysia, 2017
- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang), Universiti Putra Malaysia, 2016
- **Excellent Achievement Award** (Anugerah Pencapaian Cemerlang Anak Watan, awarded by YAB Dato' Sri Diraja Haji Adnan bin Haji Yaakob, 2015.
- **Excellent Service Award 2014** (Anugerah Perkhidmatan Cemerlang), University Putra Malaysia, 2015.
- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang), Universiti Putra Malaysia, 2014
- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang),Universiti Putra Malaysia, 2013
- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang), Universiti Putra Malaysia, 2012
- **Certificate of Excellent Service Award** (Sijil Perkhidmatan Cemerlang), Universiti Putra Malaysia, 2011

(F) Recognition

Research and Innovation

- The only one research from the faculty selected to participate in **the 1st MIEXPO UPM 2013**, entitled **“The application of ELM (Elaboration Likelihood Model) In the New Media Advertising Setting”** presented at Malaysia Innovation Expo (MIEXPO 2013). Category: Applied Research Cluster: Humanities & Nation Building (26-28 September, 2013). Dewan Banquet, UPM.

(G) Contributions (International/National/University

Level)

International

- **Rapporteurs**, International Conference on Management Pertaining to Health Crisis, Ministry of Information, Nikko Hotel, Kuala Lumpur, 2007.
- **Head of Sponsorship, International Conference Committee Member**, 11th Biennial Pacific Asian Communication Association (PACA), **International Conference, organized with Korean University**.
- **International Scientific Committee**, 21 July 2016- 24 July 2016.
- **Reviewer** (Nonprofit and Voluntary Sector Quarterly- SAGE)
- **Member** of the International Islamic Marketing Association (IIMA) (2012-2013)
- **The Chairmanship Team Members Malaysia**, Indonesia and Brunei Region of 3rd. Global Islamic Marketing Conference Cairo Egypt (GIMC3, IIMA, 2012).
- **Member** of EUPRERA (European Public Relations Education and Research Association) (2008-2010)

National

- **Chairperson** (Presentation International Conference on Communication and Media (i-COME'16), UUM, 2016
- **Scientific Committee Reviewer**, International Conference on Communication and Media (i-COME'16), UUM, 2016
- **Journal Reviewer**, Journal of Business and Social Development (JBSD) Universiti Malaysia Terengganu, 2016.
- **Expert reviewer** for A Conceptual model of social media advertising in island homestay, School of Multimedia Technology and Communication, Universiti Utara Malaysia, 2015.
- **Invited Speaker and Facilitator**, 2-Day-Workshop of Negotiation Skills, organized by Jabatan Kimia Malaysia, 2016
- **Evaluator**, Jawatankuasa Penilaian Standard Kurikulum Penterjemahan (JTPS-NOSS), Jabatan Pembangunan Kemahiran, Cyberjaya, 2015.
- **Invited Speaker**, "How to do Online Business" "How to do Online Business", 1-day workshop at Politeknik Port Dickson, Seremban, 2015.
- **Moderator**, Bachelor of Communication, Exam Questions Preparation, Inti International College Subang, 2012- 2018
- **Guest Speaker**, Kemahiran Pengucapan Awam (Public Speaking), SMK Puchong, 2013.
- **Reviewer for Research Grant Proposal**: Social Media, Taylor's University, 2012.
- **Conference reviewer** Technology, Science, Social Sciences and Humanities International Conference 2012 TESSHI 2012
- **Moderator** (1-day Seminar), Mini Seminar: Go Online, Be Safe (RUGS Project), organized by Faculty of Modern Languages and Communication, 2014
- **Guest Speaker**, Towards Professionalism: The Application of New media At Home and in the Workplace, Jabatan Sastera Ikhtisas, Kursus Peningkatan Profesionalisme Pensyarah Jabatan Sastera Ikhtisas, Kolej Matrikulasi Banting, 2011.
- **Guest Speaker**, 'Time Management', JKR (Kementerian Kerja Raya/ Ministry of Work, 2011.
- **Rapporteurs**, International Conference on Management Pertaining to Health Crisis, Ministry of Information, 2007

Universiti Putra Malaysia, 2009-current

- **Associate Editor** for Tribun Putra UPM, 2018-2019.
- **Associate Researcher** for Halal Products Research Institute, UPM, 2017-2019.
- **Associate Fellow** Corporate Strategy and Communications Office (CosComm) UPM, 2016-2018.
- **Coach 3MT** 3 Minute Thesis Competition, Halal Products Research Institute, UPM, 2018.
- **Judge** for 'Pitching Competition of Siswapreneur@SME Program, Centre of Entrepreneurial Development & Graduate Marketability, UPM, 2017.
- **Panelist & Advisor**, WAZAN (Zakat Centre), UPM, 2018.
- **Chairman** of Academic Marketing Programme, Faculty of Modern Languages & Communication, UPM (2013-2016)
- **Editorial Board Member** of GMJ-ME: Global Media Journal Malaysian Edition, FBMK, UPM (2012 –2018)

- **Chief Editor** Book Publication 'Communication Prism' (Department of Communication, FBMK(2016 to Present)
- **Associate Member** of CARE (Cancer Resource Centre, UPM), 2012-2013.
- **Coordinator** (Publication Unit- English Version) Department of Communication, FBMK (2014- 2016)
- **Auditee**, SWA Accreditation Audit Pengekalan Swaakreditasi, UPM, 2015.
- **Judge/ Evaluator**, Program Inkubasi Tani, Unit Inkubasi Usahawantani, Fakulti Pertanian, UPM, 2012- 2015.
- **Training of Trainers** (ToT) Asas Keusahawanan MGM3180, Faculty of Economics & Management, UPM, 21 – 23 December 2015.
- **Invited Lecturer**, Basic Entrepreneurship MGM 3180/ Asas keusahawanan, Faculty of Economics & Management, UPM, 2013-2016
- **Head of Industrial Training**, Faculty of Modern Languages & Communication, UPM (2011-Julai 2013)
- **Coordinator of Industrial Training**, Department of Communication, FBMK UPM, 2011-July 2013.
- **Manuscript Reviewer** for Department of Communication (FBMK), UPM 2012-2014)
- **Trainers/Facilitators, Finishing School**, Co-Curriculum and Student Development (CSDC UPM, 2014-2016.
- **Trainers/Facilitators, Starting School**, Co-Curriculum and Student Development (CSDC), UPM, 2012-2014.
- **Module Writer: Enterprising School** (Branding Module), Pusat Inovasi Keusahawanan dan Pembangunan Pelajar UPM, 2012.
- **Guest speaker** for FSM3603, Giving a Talk on Effectiveness of Communication, Fakulti Sains dan Teknologi Makanan, 2012.
- **Evaluator for Practical Teaching** LMPK (Pengajaran dan Kaunseling)- Pemantauan Pengajaran/Teaching Practical Evaluation, Faculty of Education, 2012.
- **Trainer/ Facilitators, Starting School**, Center for Entrepreneurship and Innovation, UPM, 2011.

H. Supervision of PhD./ Masters/Bachelor Students

NO.	NAME OF STUDENTS	PROGRAMME (PHD)	MEMBERS OF SUPERVISION	TITLE	STATUS
1	Asma Faisal	PhD in Halal Management (Halal Products Research Institute)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Prof Madya Dr Mohidden Dr. Raja Nerina	Advertising in Halal Industry	On-going
2	Azriey Mazlan	PhD in Human Communication	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Prof. Dr. Ezhar Tamam Prof. Madya Dr. Siti Zobidah Omar	Mediating Effect of Technology Acceptance Between Media Richness Factors and Socio Cognitive in E-Health Communication for the Community Development	On-going
3	Khairul Hilmi Manap	PhD in Mass Communication	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Muhammad Pauzi Abd Latiff Prof. Madya Dr. Jusang Bolong	Social Media: The Role of Social Media in Tourism Industry in Malaysia	Submitted Final Draft 2018
4	Yamunah a/p m.mohan	PhD in Mass Communication	Chairperson: Dr. Nor Azura Adzharuddin Committee member: (Not formed yet)	Online Advertising	On-going
5	Sheena A/P Vajaindran	PhD in Arts (Faculty of Applied Social Sciences), OUM	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Hamimah Hassan (OUM)	Not available	On-going
6	Siti Syamsul Nurin Mohamad Yazam	PhD in Mass Communication	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Moniza Waheed	Consumer Response to Advertising Music	On-going

			Dr. Mohd Sobhi Ishak		
7	Misha Teimouri	PhD in Mass Communication	Chairperson: Prof. Dr. Md Salleh Hassan Committee member: Dr. Nor Azura Adzharuddin Prof. Madya Dr. Jusang Bolong	The Parental Mediation and Online Risk among Malaysian Adolescence	Graduated 2015
8	Darel Nicol Luna Anak Agam	PhD in Marketing (Faculty of Economics and Management)	Chairperson: Dr. Haslinda Hashim Committee member: Dr. Nor Azura Adzharuddin Prof. Madya Dr. Yuhanis Ab Aziz	Assessing the Impact of the Instagram Post (Photos and Videos) by Aesthetic Fitness Celebrity Endorser on Promoting the Fitness Supplement Product	On-going
9	Md. Rozalafri Johori	PhD in Mass Communication	Chairperson: Dr. Megat Al-Imran Yasin Committee member: Dr. Rosya Izyanie Shamshudeen Dr. Nor Azura Adzharuddin	Fikrah Penerbit dan Politik Ekonomi Penerbitan Program Islamik di Televisyen Malaysia	Submitted final draft
10	Muhamad Shamsul Ibrahim	PhD in Communication Technology	Chairperson: Prof. Dr. Md Salleh Hassan Committee member: Dr. Nor Azura Adzharuddin Dr. Rosya Izyanie Shamshudeen	Websites and Caring Society	Graduated 2018
11	Norzita Yunus	PhD in Human Communication	Chairperson: Prof. Dr. Ezhar Tamam Committee member: Prof. Madya Dr. Jusang Bolong Dr. Nor Azura Adzharuddin	Relationship Between Interactions-Based Diversity and Intercultural Sensitivity Among Local Undergraduate Students	Graduated 2018

12	Zaifunizam Ariffin	PhD in Human Communication	Chairperson: Prof. Madya Dr. Siti Zobidah Omar Committee member: Dr. Nor Azura Adzharuddin Prof. Madya Dr. Abd Lateef Krauss Abdullah	Usage of Social Media Among Youth Organization in Engaging Their Members	On-going
13	Ba'yah Bachok	PhD in Mass Communication	Chairperson: Prof. Madya Dr. Siti Zobidah Omar Committee member: Dr. Nor Azura Adzharuddin Dr Rosmiza Bidin	Hubungan antara Kakitangan melalui Penggunaan Media Sosial dan Kesannya terhadap Kecekapan Kerja di Sektor Awam	On-going
14	Andaleep Ades	PhD in Mass Communication	Chairperson: Prof. Madya Dr. Siti Zobidah Omar Committee member: Dr. Nor Azura Adzharuddin Dr. Wan Anita	Facebook Identity Presentation Between Males and Females and its Effect on Social Interaction in Saudi Arabia	Submitted GS 14A
15	Nurhidayah Rosli	PhD in Marketing (Faculty of Economics and Management)	Chairperson: Dr. Raja Nerina Raja Yusof Committee member: Dr. Haslinda Hashim Dr. Nor Azura Adzharuddin	Exploring the Hidden Meaning of Counter fed consumption Behaviour	On-going

NO.	NAME OF STUDENTS	PROGRAMME (MASTER)	MEMBERS OF SUPERVISION	TITLE	STATUS
16	Faizul Nizar Anuar	Master of Science (Communication Technology)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Megat Al-Imran Yasin	Penerimaan Drama Televisyen Bermesej Keislaman dan Kesannya Terhadap Remaja	Graduated 2014
17	Siti Zanariah Haji Yusoff	Master of Science (Human Communication)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Prof. Madya Dr. Jusang Bolong	Faktor Komunikator dalam Pencarian dan Perkongsian Maklumat Produk Makanan Halal dalam Kalangan Keluarga Islam	Graduated 2014
18	Lee Hwei Ling	Master of Science (Communication Technology)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Megat Al-Imran Yasin	Usage and Acceptance of Learning Management System among Students at a Public University in Malaysia	Graduated 2015
19	Mohd Ziyad Afiq Mohd Zaharim	Master of Science (Human Communication)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Akmar Hayati Ahmad Ghazali	Penggunaan Humor dalam Ucapan	Graduated 2016
20	Nur Fadzila Ahmad Tarmidi	Master of Science (Organizational Communication)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Prof. Madya Dr. Jusang Bolong	Hubungan Sebelum dan Selepas Penjenamaan Semula Dalam Meningkatkan Imej Korporat	Graduated 2016
21	Zubaidah Osman	Master of Science (Communication Technology)	Chairperson: Dr. Nor Azura Adzharuddin Committee member: Dr. Akmar Hayati Ahmad Ghazali	Pengaruh Visual dan Lisan Iklan Kempen 'Tak Nak' Merokok Ke atas Emosi Remaja	Defer (Health reason)

22	Ahmad Syahrul Haniff Ahmad Rawi	Master of Science (Communication Technology)	Chairperson: Prof. Madya Dr. Siti Zobidah Omar Committee member: Dr. Nor Azura Adzharuddin	Faktor Mempengaruhi Keinginan Pengguna Internet Untuk Menggunakan E-Dagang	Graduated 2013
23	Saheera Sardar Mohamed	Master of Science (Human Communication)	Chairperson: Prof. Madya Dr. Jusang Bolong Committee member: Dr. Nor Azura Adzharuddin	Pengaruh Penggunaan Laman Sosial Terhadap Kemahiran Sosial Remaja	Graduated 2015
24	Aida Muhaimin	Master of Science (Organizational Communication)	Chairperson: Prof. Madya Dr. Jusang Bolong Committee member: Dr. Nor Azura Adzharuddin	Government Linked Companies (GLC) Executives Perception On The Elements of Corporate Identity	Graduated 2018
25	Nurhilleny Rosly	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	The Influence of Celebrities Endorsement in MyEG Advertisements towards usage Intention among Members of Jeram Community Broadband Center	Graduated 2012
26	Farizatul Haiza Fawzi	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	McDonald's Corporate Image Through the Use of Free Wifi Service	Graduated 2012
27	Ida Illina Sulaiman	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	Relationship Between Online Service Quality and Customer Satisfaction with the Corporate Image of Air Asia Berhad	Graduated 2012
28	Raudzah Mansor	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	Celebrity Endorsements in Garnier Advertisements	Graduated 2013

29	Jeenaraj A/L Pariyadan	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	Political Issues Through Media	Graduated 2014
30	Siti Nur Barlquis Hasmi	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	Penggunaan Internet dan Perkaitannya dalam Aktivisme Politik di kalangan Belia	Graduated 2014
31	Anumudu Chinedu Eugenia	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	The Relationship Between Mobile Phone Usage and Academic Performances among University Putra Malaysia Undergraduate students	Graduated 2015
32	Ibrahim Oyewole Moses	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	The Influence of Brand Image of Axia Perodua on Consumer's Decision Making	Graduated 2015
33	Salvation Dirikorigha Mark	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	The Influence of Celebrity Endorsement on Young Consumer's Purchase Intention of Loreal's Skin Care Product	Graduated 2015
34	Sharala A/P Kuti Kander	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	Communication through Social Networking Sites and its Relation with Job Performance in Infrastructure University Kuala Lumpur	Graduated 2015
35	Muhammad Najmi Mustapha	Master in Corporate Communication	Chairperson: Dr. Nor Azura Adzharuddin	Perkaitan Antara Perkongsian Maklumat Melalui Facebook	Graduated 2016

				Dengan Intergriti Kakitangan Jabatan Penerangan Malaysia	
NO.	NAME OF STUDENTS	PROGRAMME (BACHELOR)	MEMBERS OF SUPERVISION	TITLE	STATUS
36	Mohd Hilmi Mohd Ali	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Perkembangan Filem Melayu di Malaysia: Dari Perspektif Masyarakat	Graduated 2008
37	Mohd Ikmal Saleh	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Mahasiswa terhadap Radio Kampus Putra Fm	Graduated 2008
38	Mohd Rizal Helmi A Razak	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Masyarakat terhadap Rancangan Macam-Macam Aznil di Astro	Graduated 2008
39	Noor Hidayat Mat Rodi	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Unsur Patriotik dalam Persembahan Teater di Istana Budaya	Graduated 2008
40	Robiatuladawiyah Abd Rashad	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Masyarakat terhadap Kemasukkan Filem Indonesia di Malaysia	Graduated 2008
41	Chang Kok Yoong	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Masyarakat terhadap Iklan-iklan Korporat Bermesej Keselamatan Jalan Raya yang disiarkan melalui Televisyen	Graduated 2012
42	Kin Min Shiew	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Consumers' Perception towards Groupon	Graduated 2012

43	Nur Nadia Adyla Mohamed	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Iklan Korporat Servis Farmasi ke Rumah Pos Malaysia Berhad	Graduated 2012
44	Rohana Zakaria	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Strategi Pemasaran dan Komunikasi (MARCOMM) dalam Penjenamaan Semula Universiti Putra Malaysia (UPM)	Graduated 2012
45	Siti Rahmah Mustafa	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Iklan dan Selebriti Slim World	Graduated 2012
46	Ainatul Syahirah Ashaari	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Komunikasi Kepimpinan Mempengaruhi Kakitangan Penjara Sungai Buloh	Graduated 2013
47	Aimi Syazwani Jeffry	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	The influence of Organizational Culture upon Employee's Attitude	Graduated 2013
48	Irina Aziz-Khan Abdol Aziz	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	The Influences of Kebabangan Petroleum Operating Company's (KPOC) Corporate Social Responsibilities in Attracting Quality Employee	Graduated 2013
49	Jonathan Tan Gale	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Celebrity Endorsement: The Influence of 'Adidas All-In' Campaign on Malaysian Youtube Users	Graduated 2013
50	Julie Raffaieza Romli	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Penggunaan Media Baru Dalam Kalangan Penduduk Kuala Lumpur	Graduated 2013
51	Rabiatul Adawiyah Mohamed	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Gaya Komunikasi Interpersonal di	Graduated 2013

				antara Pekerja dan Atlet di Majlis Sukan Negara (MSN)	
52	Chin Hua Yik	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Pelajar Universiti Putra Malaysia (UPM) terhadap Reputasi Korporat Penerbangan Air Asia melalui Laman Web Air Asia	Graduated 2014
53	Maisarah Aminludin	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Pengaruh Penggunaan Atlet Dalam Pengiklanan	Graduated 2014
54	Nor Azlia Weeltha	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Pelanggan terhadap Imej Korporat CIMB (Commerce International Merchant Bank) Cawangan UPM Serdang Berkaitan Kualiti Perkhidmatan dan Kepuasan Pelanggan	Graduated 2014
55	Wan Mohamad Akmal Hakim Wan Mohamad Zain	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Penerimaan Pelajar terhadap Imej dan Identiti Universiti Putra Malaysia sebagai sebuah Universiti Penyelidikan	Graduated 2014
56	Mohamad Nazri Abdull Aziz	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Pelajar Komunikasi terhadap Running Man Perubahan Gaya Berpakaian	Graduated 2015

				dalam Kehidupan Sehari-hari	
57	Noorrahizah Abdul Rahman	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Persepsi Pelajar Fakulti Bahasa Moden dan Komunikasi, UPM terhadap Kemahiran Insaniah dan Kepentingannya dalam Bidang Pekerjaan Masa Kini	Graduated 2015
58	Nur Adlin Abdul Rahman	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Kesan Iklan Makanan Segera di Televisyen terhadap Perubahan Tabiat Makan yang Menyumbang kepada Peningkatan Masalah Obesiti dalam Kalangan Belia di UPM	Graduated 2015
59	Nurul Syakirin Badrul Ezan	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Kesan Penggunaan Selebriti Sebagai Model Pengiklanan Produk Kecantikan Tempatan di Instagram terhadap Minat Pengguna	Graduated 2015
60	Nurfatin Syahida Muhammad	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Kesan Penggunaan Instamarketing terhadap Aktiviti Pemasaran bagi Butik Pakaian di Sekitar Shah Alam	Graduated 2015
61	Azifa Elissa Azizul El-Jeffry	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Pengaruh Pengiklanan di Pawagam terhadap Keputusan Pembelian di kalangan	Graduated 2016

				Golongan Belia di Kuala Lumpur	
62	Azizah Fadzil	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Pengaruh Penggunaan Telefon Pintar terhadap Pembelajaran Sekolah Menengah Kawasan Sri Petaling	Graduated 2016
63	Azlina Tajuddin	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Kesan Selebriti Sebagai Duta Pengiklanan bagi Iklan-iklan Kecantikan di Televisyen kepada Golongan Wanita yang Bekerjaya	Graduated 2016
64	Kwong Li Wen	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	The Relationships among Corporate Image of Sime Darby Property, Residents' Safety and Satisfaction	Graduated 2016
65	Nadzirah Mohd Adzeman	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Hubungan antara Persepsi Mahasiswa Universiti Putra Malaysia terhadap Lambakan Iklan Produk Kecantikan dan Pembelian Produk Kecantikan di Laman Sosial	Graduated 2016
66	Norfaiqah Ramlan	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Perhubungan antara Strategi Komunikasi Pemasaran Bersepadu Cadbury Sdn Bhd dan Penerimaan Pelajar terhadap Cadbury Sdn	Graduated 2016

				Bhd Selepas Krisis	
67	Norliza Mohd Nor	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Keganasan dalam Pengiklanan Sosial Bahaya Dadah di Televisyen Mempengaruhi Tingkah Laku Remaja di Port Dickson, Negeri Sembilan	Graduated 2016
68	Nurul Farhana Mohd Yusof	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Pandangan Pelajar FBMK terhadap Pengendalian Krisis oleh McDonalds dalam Mengekalkan Reputasi Organisasi	Graduated 2016
69	Vimlen A/L Balakrishnan	Bachelor Communication	Chairperson: Dr. Nor Azura Adzharuddin	Pengaruh Iklan Makanan Ringan di Televisyen terhadap Pelajar Sekolah Rendah	Graduated 2016

(I) Thesis Examination (Master and Doctoral Levels)

NO.	NAME OF STUDENTS	PROGRAMME	SUPERVISION	TITLE	EFFECTIVE DATE
1	Nur Amalina Mohd Zain	Master of Science (Journalism)	Chairperson	Sensitiviti Pelajar Islam Mengenai Halal Haram Urusan Muamalat dan Reaksi Terhadap Isu Halal dalam Liputan Berita di Media Massa	10 February 2015
2	Githa Devi D/O Sasitharan	Master of Science (Communication Technology)	Chairperson	The Relationship of Usage, Awareness and Contributing Factors to Purchasing Behaviour Via Facebook Advertisements	16 November 2015
3	Ibrahim Adamkolo Mohammed	Master of Science (Communication Technology)	Chairperson	Factors Affecting ICT Usage Among Agro-Based Entrepreneurs for Small and Medium-Scale Enterprises Development	18 February 2016
4	Siti Ramizah Khairunnisa Mohd Radzi	Master of Science (Human Communication)	Examiner	Impak Rangsangan Visual Provokatif dalam Facebook terhadap Perubahan Kestabilan Emosi bagi Individu Introvert dan Ekstrovert	29 March 2016
5	Ong Shu Pei	Master of Science (Organizational Communication)	Examiner	Satisfaction As Mediating Effect that Influence the Factors that Affect Online Group-Buying Purchase Intention	19 July 2016

J). Teaching Activities (Graduate, Master and PhD Courses)

No.	Main duties	Courses	Subject taught
1	Sesi 2/2017/2018	KOC3203	Asas Periklanan (Full time)
2	Sesi 2/2017/2018	KOH3433	Kemahiran Komunikasi Interpersonal (Full time)
3	Sesi 2/2017/2018	KOM5211	Kemahiran Komunikasi Interpersonal (Master)
4	Sesi 2/2017/2018	KOH3363	Komunikasi dan Perundingan (PJJ)
5	Sesi 2/2017/2018	KOM3436	Etika dan Komunikasi Kewangan (PJJ)
6	Sesi 1/2017/2018	KOH3433	Kemahiran Komunikasi Interpersonal (Full time)
7	Sesi 1/2017/2018	KOM3431	Kaedah Penyelidikan Komunikasi (Full time)
8	Sesi 1/2017/2018	KOC3203	Asas Periklanan (PJJ)
9	Sesi 1/2017/2018	KOH3363	Komunikasi dan Perundingan (PJJ)
10	Sesi 1/2017/2018	KOM5323	Prinsip Periklanan (Master)
11	Sesi 1/ 2016/2017	KOH 3433	Kemahiran Komunikasi Interpersonal (Full time)
12	Sesi 1/ 2016/2017	KOM 3431	Kaedah Penyelidikan Komunikasi (Full time)
13	Sesi 1/ 2016/2017	KOM 5211	Kemahiran Komunikasi Interpersonal (Master)
14	Sesi 1/ 2016/2017	KOC 3203	Asas Periklanan (PJJ)
15	Sesi 1/ 2016/2017	KOH 3363	Komunikasi dan Perundingan (PJJ)
16	Sesi 3/ 2015/2016	KOH 3363	Komunikasi dan Perundingan (Eksekutif)
17	Sesi 2/ 2015/2016	KOC 3203	Asas Periklanan (Eksekutif)
18	Sesi 2/ 2015/2016	KOC 3203	Asas Periklanan (PJJ)
19	Sesi 2/ 2015/2016	KOH 3363	Komunikasi dan Perundingan (PJJ)
20	Sesi 2/ 2015/2016	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
21	Sesi 2/ 2015/2016	KOM 5323	Prinsip Periklanan (Master)
22	Sesi 2/ 2015/2016	KOC 3203	Asas Periklanan (PJJ)
23	Sesi 2/ 2015/2016	KOH 3433	Kemahiran Komunikasi Interpersonal (PJJ)
24	Sesi 1/ 2015/2016	KOM 5211	Kemahiran Komunikasi Interpersonal (Master)
25	Sesi 1/ 2015/2016	KOM 3431	Kaedah Penyelidikan Komunikasi (Full time)
26	Sesi 1/ 2015/2016	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (Full time)
27	Sesi 1/ 2015/2016	MGM 3180	Asas Keusahawanan (Full time)
28	Sesi 1/ 2015/2016	KOC 3203	Asas Periklanan (PJJ)
29	Sesi 1/ 2015/2016	KOH 3633	Komunikasi dan Perundingan (PJJ)
30	Sesi 1/ 2015/2016	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
31	Sesi 3/ 2014/2015	KOH 3363	Komunikasi dan Perundingan (Eksekutif)
32	Sesi 3/ 2014/2015	KOC 3203	Asas Periklanan (Eksekutif)
33	Sesi 2/ 2014/2015	KOC 3203	Asas Periklanan (Full time)

34	Sesi 2/ 2014/2015	KOM 5323	Prinsip Periklanan (Master)
35	Sesi 2/ 2014/2015	KOC 3203	Asas Periklanan (PJJ)
36	Sesi 2/ 2014/2015	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
37	Sesi 2/ 2014/2015	KOH 3363	Komunikasi dan Perundingan (PJJ)
38	Sesi 2/ 2014/2015	MGM 3180	Asas Keusahawanan (Full time)
39	Sesi 2/ 2014/2015	KOM 3431	Kaedah Penyelidikan Komunikasi (PJJ)
40	Sesi 1/ 2014/2015	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (Full time)
41	Sesi 1/ 2014/2015	KOH 3433	Komunikasi Interpersonal (Full time)
42	Sesi 1/ 2014/2015	MGM 3180	Asas Keusahawanan (Full time)
43	Sesi 1/ 2014/2015	KOC 3203	Asas Periklanan (PJJ)
44	Sesi 1/ 2014/2015	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
45	Sesi 1/ 2014/2015	KOM 3431	Kaedah Penyelidikan Komunikasi (Full time)
46	Sesi 3/ 2013/2014	KOH 3363	Komunikasi dan Perundingan (Eksekutif)
47	Sesi 2/ 2013/2014	KOC 3203	Asas Periklanan (Eksekutif)
48	Sesi 2/ 2013/2014	KOH 3433	Kemahiran Komunikasi Interpersonal (PJJ)
49	Sesi 2/ 2013/2014	MGM 3180	Asas Keusahawanan (Full time)
50	Sesi 2/ 2013/2014	KOM 5323	Prinsip Periklanan (Master)
51	Sesi 1/ 2013/2014	KOM 3431	Kaedah Penyelidikan Komunikasi (Full time)
52	Sesi 3/ 2012/2013	KOM 3433	Keusahawanan Dalam Komunikasi (Eksekutif)
53	Sesi 2/ 2012/2013	KOM 3305	Media, Teknologi dan Masyarakat (Eksekutif)
54	Sesi 2/ 2012/2013	KOM 5323	Asas Periklanan (Master)
55	Sesi 2/ 2012/2013	KOC 3203	Asas Periklanan (PJJ)
56	Sesi 1/ 2012/2013	KOM 3431	Kaedah Penyelidikan Komunikasi (Full time)
57	Sesi 2/ 2011/2012	KOH 3433	Kemahiran Komunikasi Interpersonal (Full time)
58	Sesi 2/ 2011/2012	KOM 3403	Pengucapan Awam (Full time)
59	Sesi 2/ 2011/2012	KOH 3433	Kemahiran Komunikasi Interpersonal (PJJ)
60	Sesi 2/ 2011/2012	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
61	Sesi 2/ 2011/2012	KOC 3203	Asas Periklanan (PJJ)
62	Sesi 1/ 2011/2012	KOM 5323	Asas Periklanan (Master)
63	Sesi 1/ 2011/2012	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (Full time)
64	Sesi 1/ 2011/2012	KOM 3403	Pengucapan Awam (Full time)
65	Sesi 1/ 2011/2012	KOH 3433	Kemahiran Komunikasi Interpersonal (PJJ)
66	Sesi 1/ 2011/2012	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
67	Sesi 2/ 2010/2011	KOM 3403	Pengucapan Awam (Full time)
68	Sesi 2/ 2010/2011	KOH 3433	Kemahiran Komunikasi Interpersonal (PJJ)
69	Sesi 2/ 2010/2011	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
70	Sesi 2/ 2010/2011	KOH 3433	Kemahiran Komunikasi Interpersonal (Full time)

71	Sesi 1/ 2010/2011	KOM 3403	Pengucapan Awam (Full time)
72	Sesi 1/ 2010/2011	KOH 3433	Kemahiran Komunikasi Interpersonal (PJJ)
73	Sesi 1/ 2010/2011	KOC 3433	Kemahiran Komunikasi Dalam Organisasi (PJJ)
74	Sesi 1/ 2010/2011	KOH 3433	Kemahiran Komunikasi Interpersonal (Full time)

K. Scientific Research (Research Grant)

No.	Topic	Source of funds	Date	Status	Amount
1	Communicating persuasive messages through the Islamic portrayal of billboard advertisements in east-coast region in Malaysia	Project leader (GP-IPM-UPM)	August 2014-September 2016	Completed	RM35,000
2	The Role of Non-profit Organization (NPO) Website Promoting Caring Society Through Favorable Website Features to Encourage the Donation	Co-Researcher Geran Universiti Putra Malaysia (GP-IPM)	September 2015-October 2016	Completed	RM12,800
3	The influence of humour in a lecture learning environment process and its impact upon students' academic performance	Project leader (GP-IPS- UPM)	August 2014-September 2015	Completed	RM14,950
4	Internet Usage and Online Risks among Malaysian Children	Co-Researcher (Research University Grant Scheme)	September 2012-September 2014	Completed	RM100,000
5	The Application of ELM Model in the New Media Advertising Setting	Project leader (Research University Grant Scheme)	November 2011- October 2013	Completed	RM17,500
				Total	RM180,250

L. Consultancy and Professional Services

No.	Contribution	Tasks	Organizer	Year
1	Felo Bersekutu (Associate Fellow)	Providing consultation and advice to Corporate Strategy Office (CoSComm) University Putra Malaysia	Pejabat Pemasaran dan Komunikasi (CoSComm), UPM	2016-2018
2	Board Member, National Defence University	Board Member of New Post Graduate Program (New Media and Society), providing expert knowledge in new media.	Faculty of Modern Languages and Communication	2015-2017
3	Chief editor (Book publication for the Department of Communication)	Chief editor for a book published by UPM Press, entitled 'Communication Prism'.	Department of Communication, Faculty of Modern Languages and Communication	2016-2018
4	International Conference on Communication and Media (i-COME'16)	Chair person (Presentation Session)	Universiti Utara Malaysia (UUM)	2016
5	International Conference on Communication and Media (i-COME'16)	Conference Reviewer	Universiti Utara Malaysia (UUM)	2016
6	International Conference on Communication and Media (i-COME'16)	Presenter	Universiti Utara Malaysia (UUM)	2016
7	Journal of Bussiness and Social Development (JBSD)	Invited Journal reviewer	Universiti Malaysia Terengganu	2016
8	Effective Negotiation Skills Workshop (Kursus Kemahiran Perundingan Berkesan)	Consultant & Guest Speaker for a 2 day-workshop at Admiral Cove, Port Dickson	Jabatan Kimia Malaysia	2016
9	Head of Sponsorship	11 th Biennial Convention of Pacific and Asian Communication Association (PACA)	Faculty of Modern Languages & Communication, UPM	2016
10	Academic Marketing Programme FBMK	Chairman to conduct programmes promoting the faculty to potential consumers	Faculty of Modern Languages & Communication, UPM	2013-2016
11	Editorial Board' GMJ-ME: Global Media Journal Malaysian Edition	Member	Faculty of Modern Languages and Communication, UPM	2012 – 2016
12	International Conference on Humanities and Technology (ICOHAT 2016)	Presenter	Centre for Languages and Human Development & Centre of Technopreneurship Development	2016
13	Alumni of The University of Sheffield, United Kingdom.	Alumni	The University of Sheffield, United Kingdom.	2011-Present

14	Alumni of Ohio University, Athens, United States of America	Alumni	Ohio University, Athens, United States of America	1998-Present
15	Universiti Utara Malaysia	Expert reviewer for conceptual model, social media advertising in island homestay	School of Multimedia Technology and Communication, UUM.	2015
16	Training of Trainers (ToT) Asas Keusahawanan MGM3180	Trainer/Guest Speaker	Faculty of Economics and Management	21 – 23 December 2015
17	Audit Pengekalan Swaakreditasi	Auditee	UPM	2015
18	Kuala Lumpur International Communication, Education, Language & Social Science Conference (KLICELS)	Presenter	ZES ROKMAN RESOURCES	2015
19	Publication Unit-English	Coordinator	Dept of Communication, UPM	2014-2016
20	Agricultural Incubation Program (Program Inkubasi Tani)	Evaluator/Judge	Unit Inkubasi Usahawantani, Fakulti Pertanian, UPM	2015
21	Standard Curriculum Translation Jawatankuasa Penilaian Standard Kurikulum Penterjemahan /JTPS-NOSS	Evaluator/Expert Panel	Jabatan Pembangunan Kemahiran, Cyberjaya	2015
22	Online Business Talk “How to do Online Business”	Consultant/ Invited Guest Speaker (1 day workshop)	Politeknik Port Dickson, Seremban	2015
23	Moderator for Exam Questions Inti College Subang	Moderator/Expert review	Inti College Subang	2015
24	Basic Entrepreneurship MGM 3180/ Asas keusahawanan	Trainer/ Facilitator	Faculty of Economics and Management, UPM	2015
25	Training of Trainers (ToT) Asas Keusahawanan MGM3180	Trainer/ Facilitator	Faculty of Economics and Management, UPM	21 – 23 Disember 2015
26	Basic Entrepreneurship MGM 3180/ Asas keusahawanan	Trainer/ Facilitator	Faculty of economics and Management, UPM	2014
27	Bengkel Training of Trainers (ToT) Kursus Ketrampilan Graduan (Finishing School)	Speaker/ Facilitator	Co-Curriculum and Student Development (CSDC), UPM	1 & 2 March 2014
28	Mini Seminar: Go Online, Be Safe (RUGS Project)	Moderator (Seminar)	Faculty of Modern Languages and Communication	2014

29	National Seminar on Mobile Communication and Rural Development	Invited participant	Institut Pengajian Sains Sosial, UPM dan Qualcomm Incorporated	2014
30	International Conference on Communication and Media 2014 (I-COME'14)	Presenter	Universiti Utara Malaysia	2014
31	Global Conference on Business and Social Science (GCBSS)	Presenter	Scientific and Review Committee of GATR Enterprise	2014
32	Global Conference on Business and Social Science (GCBSS)	Presenter	Scientific and Review Committee of GATR Enterprise	2014
33	Global Conference on Business and Social Science (GCBSS)	Presenter	Scientific and Review Committee of GATR Enterprise	2014
34	First International Conference on Cognitive Neuroscience Malaysia	Presenter	Faculty of Modern Languages and Communication, UPM	2014
35	INTI International College Subang	Exam Moderator	INTI International College Subang	2012-2014
36	Contributing Member / Alumni	Alumni	The University of Sheffield Alumni	2011-2014
37	Editorial Board for Global Media Journal GMJ: Malaysian Edition	Editorial board	Department of Communication, Faculty of Modern Language & Communication	2012-2014
38	Basic Entrepreneurship MGM 3180/ Asas keusahawanan	Invited lecturer	Faculty of economics and Management, UPM	2013
39	Public Speaking Skills/ Kemahiran Pengucapan Awam	Guest Speaker	SMK Puchong	2013
40	Global Islamic Marketing Conference 2013	Chairmanship Team Members for Malaysia, Indonesian & Brunei Region	International Islamic Marketing Association & U.A.E. University, Abu Dhabi.	2013
41	International Islamic Marketing Association (IIMA)	Member	Abu Dhabi, UAE	2012-2013
42	Bengkel Training of Trainers Kursus Finishing School 2013 Workshop	Speaker/ Facilitator	Co-Curriculum and Student Development (CSDC), UPM	6 & 7 Julai 2013
43	ToT Mind Lab of Entrepreneurship/ Lab Minda Keusahawanan	Trainer	Bangi Golf Resort	2 & 3 Julai 2013
44	Training of Trainers Starting School 2013 Workshop	Trainer/ Facilitator	Co-Curriculum and Student Development (CSDC), UPM	11 Jun 2013

45	Bengkel Training of Trainers (ToT) Kursus Ketrampilan Graduan (Finishing School)	Speaker/Facilitator	Co-Curriculum and Student Development (CSDC), UPM	5 & 6 Oktober 2013
46	Biennial International Conference on Media and Communication (Mention 13)	Presenter	Ministry of Communications and Multimedia Malaysia and Universiti Kebangsaan Malaysia	2013
47	16th International Corporate Identity Group Symposium	Presenter	UPM	2013
48	Industrial Training	Head of Industrial Training	Department of Communication, FBMK	2011-2013
49	Associate member for Cancer Resource Centre (CARE)	Associate member	Universiti Putra Malaysia	2012-2013
50	Global Islamic Marketing Conference 2012	The Chairmanship Team Members Malaysia, Indonesia and Brunei Region	International Islamic Marketing Association & U.A.E. University, Abu Dhabi.	2012
51	Participation of Abu Dhabi Islamic Marketing Conference	Presenter	International Islamic Marketing Association & U.A.E. University, Abu Dhabi.	2012
52	Module Writer: Enterprising School (Branding Module)	Consultant/ Expert panel (Corporate Branding)	Pusat Inovasi Keusahawanan dan Pembangunan Pelajar UPM	2012
53	Giving a Talk on Effectiveness of Communication	Guest speaker for FSM3603	Faculty of Food Technology and Sciences/Fakulti Sains dan Teknologi Makanan	2012
54	LMPK (Pengajaran dan Kaunseling)- Pemantauan Pengajaran/Teaching Practical Evaluation	Evaluator for Practical Teaching	Faculty of Education	2012
55	Technology, Science, Social Sciences and Humanities International Conference 2012	Conference reviewer (Paper on Social Media)	TESSHI 2012	2012
56	Reviewer for Research Grant Proposal: Social Media	Reviewer for grant applications	Taylor's University	2012
57	Reviewer for Journal Article	Journal reviewer	Global Media Journal: Malaysian Edition	2012
58	Editorial Board for Global Media Journal GMJ: Malaysian Edition	Editorial Board Member	Global Media Journal: Malaysian Edition	2012

59	Contributing Member / Alumni	Alumni	The University of Sheffield Alumni	2011-2014
60	Program Inkubasi Usahawantani 2012: Evaluator for Public Presentation on Agricultural Incubation Program	Evaluator/ Judge	Fakulti Pertanian	2012-2013
61	Towards Professionalism: The Application of New media At Home and in the Workplace.	Guest Speaker/ Consultant	Jabatan Sastera Ikhtisas, Kolej Matrikulasi Banting	2011
62	Kursus Permulaan Graduan (Starting School Graduate Course Ke-7)	Facilitator/Speaker	Pusat Inovasi & Keusahawana dan Pembangunan Pelajar, University Putra Malaysia	2011
63	Editor (Translation and proofreading) for journals and books	Editor	Faculty of Economics & Management, UPM	2011
64	Training For 2-day workshop for JKR Officers	Guest Speaker/Facilitator/Consultant	JKR (Kementerian Kerja Raya/ Ministry of Work	2011
65	Kursus Peningkatan Profesionalisme Pensyarah Jabatan Sastera Ikhtisas Kolej Matrikulasi Selangor	Invited speaker	Unit Bahasa Inggeris, Kolej Matrikulasi Selangor	2011
66	Finishing School	Facilitator/ Speaker	Center for Entrepreneurship and Innovation	2011
67	Bengkel Training of Trainers (ToT) Kursus Permulaan Graduan (Starting School)	Facilitator	Co-Curriculum and Student Development (CSDC), UPM	25 July 2011
68	European Public Relations Education and Research Association	Member of EUPRERA	United Kingdom	2008-2010
69	International Conference on Management Pertaining to Health Crisis	Rapporteurs/Consultant/Expert Panel	Ministry of Information	2007

M. Publication

Book Review

- Temporal, Paul. *Islamic Branding and Marketing: Creating A Global Islamic Business* – John Wiley and Sons (Asia) Ptd. Ltd, Singapore, 2011, pp. 324, ISBN 978-0-470-82539-6 in GMJ: Malaysian Edition Volume 2, Issue 2, 2012.

Books/ Chapters in Book

- **Nor Azura Adzharuddin**, Moniza Waheed & Nurul Ain Hassan (eds). 2018, Communication Prism, UPM Press (*In press 2018, submitted on 30th July, 2018*).
- Rosnani Kassim, **Nor Azura Adzharuddin** and Maslawati Mohamad (2017), Chapter 4: **Service orientation**. In: Toolkits for 21st century teaching: practical implications for the 4th industry skills development, in (ISBN: 978-967-363-525-2), UiTM Press.
- Mohd Fauzi Kamaruddin, **Nor Azura Adzharuddin**, Rafidah Kamarudin (2017), Chapter 7: **Negotiation Skills**. In: Toolkits for 21st century teaching: practical implications for the 4th industry skills development, in (ISBN: 978-967-363-525-2), UiTM Press.
- **Nor Azura Adzharuddin** and Nurhilleny Rosly (2014), 'Celebrity Endorsement' Influence on Usage Intention through MyEG Advertisement: Case of Jeram Community Broadband Center', in Mass Hareeza Ali, Nor Azlina Kamarohim and Manisah Othman (eds), The Nature of Services Management, Serdang, UPM Press.
- Zulhamri Abdullah, Shatar Sabran, Fauzi Ramlan dan **Nor Azura Adzharuddin** (2013). Business Branding, Enterprising School, UPM Press.
- Zulhamri Abdullah and **Nor Azura Adzharuddin** (2009). Corporate Communication. OUM Press.

Journals

(Science Citation Indexed Journals – Thompson/Scopus)

1. Teimouri, M., Hassan, M. S., Griffiths, M., Benrazavi, S. R., Bolong, J., Daud, A., & **Adzharuddin, N. A. (2016)**. Assessing the Validity of Western Measurement of Online Risks to Children in an Asian Context. *Child Indicators Research*, 1-22. ISSN: 1874-8988, E-ISSN: 1874-8988

Citation Indexed Journals)

2. **Adzharuddin, N. A.**, Moses, I. O., & Yusoff, S. Z. (2017). The Influence of Brand Image of Perodua Axia on Consumer's Decision Making. *International Journal of Academic Research in Business and Social Sciences*, 7(6), 1072-1087.
3. Nazri, N. M., & **Adzharuddin, N. A. (2017)**. Corporate Image, Shariah-Compliance, Public Perception of Rayani Air Islamic Airline. *International Journal of Academic Research in Business and Social Sciences*, 7(10), 519-524.
4. Jeevanaraj, A., Pariyadan, L., & **Adzharuddin, N. A. (2017)**. Uses and Gratification of the Star Online Facebook Page. *Asian Journal of Information Technology*, 16(1), 131-137.
5. **Adzharuddin, N. A.**, & Kuti Kander, S. (2018). Social Networking Sites (SNS) and Its Influence on Job Performance at the Workplace: The Review of the Literature. *International Journal of Academic Research in Business and Social Sciences (In Press, 2018)*.

(Non Citation Indexed Journals)

6. Anumudu, C. E., **Adzharuddin, N. A.**, & Yasin, M. A. I. (2018). Smartphone Usage Motives and Academic Performances among Undergraduates in University Putra Malaysia. *International Journal of Social Science and Humanities Research*, 6(1), pp: (291-302).
7. Andaleep Ades, Siti Zobidah Omar, **Nor Azura Adzharuddin** and Wan Anita Binti Wan Abas (2017). Image presented in online platform influence online friendship. *International Journal of Development Research* 7(6), 3026-13028.
8. Azriey Mazlan and **Nor Azura Adzharuddin (2017)**. Factors That Influence the Middle Age Population of the Civil Servants and Public Sectors Workers to Use Internet as a Tool for Receiving e-Health Services. *The Social Sciences*, 12: 309-312.
9. Jeevanaraj, A., Pariyadan, L., & **Adzharuddin, N. A. (2017)**. Uses and Gratification of the Star Online Facebook Page. *Asian Journal of Information Technology*, 16(1), 131-137.
10. Nur Fadzila Ahmad Tarmidi, Siti Nur Affni Ariffin, and **Nor Azura Adzharuddin (2016)**. Corporate Social Responsibility (CSR) and Branding co-existence practices in Bank Simpanan Nasional (BSN) and Agrobank in Malaysia). *Global Media Journal –Malaysian Edition*, 6(1), 51-60. ISSN:2231-9948
11. Ahmad Zubir Zaiyadi dan **Nor Azura Adzharuddin (2015)**. Kempen Pengiklanan GST

kepada pengguna. *Journal of Education and Social Sciences*, Vol. 2, (Oct.), 98-103, (ISSN 2289-9855).

12. Zubaidah Osman and **Nor Azura Adzharuddin (2015)**. Pengaruh visual dan verbal dalam iklan kempen terhadap Emosi. *Journal of Education and Social Sciences*, Vol. 2, (Oct), 51-55. (ISSN 2289-9855)
13. Mohd Ziyad Afiq Mohd Zaharim and **Nor Azura Adzharuddin (2015)**. The usage Humour Elements in Instructional Communication and Their Roles in Students' Achievement. *Global Journal of Business and Social Science Review*, 2(1), 27-33
14. Teimouri, M., Hassan, M. S., Bolong, J., Tamam, E., **Adzharuddin, N. A.**, & Daud, A. (2014). Re-examining parental mediation model for children internet safety. *Language and Communication*, 1(2), 209-220.
15. **Adzharuddin, N. A.**, Ramly, N. M., & Ismail, S. (2014). Do you want to get healthier with Facebook? *International Journal, Business, Humanities and Technology*, 4(5), 9-15.
16. Salvation, M., & **Adzharuddin, N. A. (2014)**. The influence of social network sites (SNS) upon academic performance of Malaysian students. *International Journal of Humanities and Social Science*, 4(10 (1), 131-137
17. Yusoff, Siti Zanariah, **Adzharuddin, Nor Azura** and Bolong, Jusang. (2014). *Faktor pencetus perilaku pencarian maklumat produk halal dalam kalangan keluarga Islam*. *Global Media Journal-Malaysian Edition*, 3(2), 69-82. ISSN 2231-9948.
18. **Nor Azura Adzharuddin and Lee Hwei Ling (2013)**. Learning Management System (LMS) among University Students: Does It Work? *International Journal of e-Education, e-Business, e-Management and e-Learning*, Vol. 3, No. 3, 248-252.
19. *Faizul Nizar Anuar dan Nor Azura Adzharuddin (2013)* Faktor penerimaan remaja terhadap drama televisyen bermesej keislaman. *Global Media Journal: Malaysian Edition*, 3 (3) ISSN: 2231-9948, 20-37.
20. **Nor Azura Adzharuddin (2012)**. Marketing communication through the integration of new media and traditional media: The insights. *The Public Administration and Social Policies Review*, 2(8),18-31.

Conference Paper/Proceedings

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