

CURRICULUM VITAE



Ts. DR. SYED AGIL BIN SHEKH ALSAGOFF

Communication Department
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
Serdang, Selangor
Malaysia
Tel: +60173851474

Current Academic Position:

Senior Lecturer

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

Year of Service: 15 years (2003 – now)

Specialisation: Journalism, Media Regulation and Policy, Media Strategy

EDUCATION:

**UNIVERSITI MALAYA (UM),
Lembah Pantai, Kuala Lumpur**

Achievement : **Doctor of Philosophy (Media Policy)**
Faculty of Arts and Social Sciences
Year of Graduation : 2016

Archivement : **Master of Publishing Studies**
Faculty of Arts and Social Sciences
Year of Graduation : 2001

**UNIVERSITI TEKNOLOGI MARA (UiTM),
Shah Alam, Selangor.**

Archivement : **Bachelor of Mass Communication**
Major : Publishing
Award : Best Student by Course (1995), Dean's List
(1991 & 1992)
Year of Graduation : 1994

PREVIOUS POSITIONS & EMPLOYMENTS:

- Chief Executive Officer (CEO)
Student Volunteer Foundation (YSS)
Ministry of Higher Learning
Putrajaya (seconded service)
Year of Service: 2012-2014
- Chairman of University College's Master Council UPM (2010-2012)
- University College Master (5th College), Universiti Putra Malaysia (2006-2012)
- Member of UPM's Senior Administrative Council (2006-2012)
- Tutor Communication Department, Faculty of Modern Languages and
Communication, Universiti Putra Malaysia (1998 – 2003)
- Assistant Registrar (Research Management and Media Affairs)
Research Management Centre
University Technology Malaysia (UTM) (1997-1998)
- Asistant Registrar (Public Relations) / Public Relations Officer
Corporate Communication Department
University Technology Malaysia (UTM) (1995-1997)
- University College Master (Desa Skudai College)
University Technology Malaysia (UTM), Skudai, Johor (1996-1998)
- Managing Director BRAVELINK (M) SDN. BHD. Johor Bahru
(1994 – 1995)

- Commissioning Editor
Pelangi Publication Pte. Ltd.
Johor Bahru (1993-1994);

OTHER PROFESSIONAL POSITIONS:

- Honorary Adviser for “Minda Niaga” Magazine (Magazine for Malaysian Entrepreneur) and Strategic Partner for M-NIAGA.COM.MY portal (2016- now)
- Council Member for Malaysia Communication and Multimedia Content Forum (CMCF), subsidiary organization of Malaysia Commission of Communication and Multimedia (MCMC) (2006 - now);
- Honorary Treasurer for Malaysia Communication and Multimedia Content Forum (CMCF), (2004-2006) and (2009- 2011);
- Honorary Secretary for Malaysia Communication and Multimedia Content Forum (CMCF) (2006 - 2009);
- Coordinator for Bachelor of Communication Distant Learning Programme, UPM Education Services, UPM Holdings, (2012-now)
- Advisor for Johore Student Society (PERKASA JOHOR), Universiti Putra Malaysia (2007- 2012)
- Member of Editorial Board “Global Media Journal: Malaysian Edition” a collaboration project between Universiti Putra Malaysia - Purdue University, US of (2010 – 2017);
- Member of Editorial Board “Asian Journal of Applied Communication” Communication Department, FBMK Universiti Putra Malaysia (2018 - now)
- Coordinator for Student Industrial Intership Programme, Faculty of Modern Languages and Communication (FBMK), Universiti Putra Malaysia (2006 – 2010);
- Coordinator for Publication and Relations Unit, Faculty of Modern Languages and Communication(FBMK), Universiti Putra Malaysia (2004 – 2008);
- Speech Writer for Deputy Minister of Works, Datuk Seri Mohd. Khaled Nordin, (2002-2004)

MEMBERSHIP IN PROFESIONAL BODIES/ AFFILIATIONS

- Council Member Communication and Multimedia Content Forum of Malaysia (2001-now)
- Member of Malaysian Board of Technologists (MBOT) (2018-now)

- Member of *World Communication Association (WCA)* (2001-now)
- Member of *Johore Writer Association (PPJ)* (1996- now)
- Member of *Malaysian Press Institute (MPI)* (2017-now)

AWARD

- UPM Excellent Staff Services Award (Year 2007)

ACADEMIC SUPERVISIONS

Currently supervise One PhD and Two Master (MSc.) candidates and have been supervised Ten Master of Corporate Communication Students and more than 90 Undergraduate Students (under Final Project Paper Programme)

PUBLICATION

Books

Syed Agil Alsagoff, Azizah Hamzah. '*Malaysian Media Self-Regulation Practices*', University Malaya Press 2018

Syed Agil Alsagoff, Nor Hisyam Sulaiman, et. al. '*Penyiaran Media Massa di Malaysia*', Terbitan Dewan Bahasa dan Pustaka Malaysia. Kuala Lumpur: 2018.

Syed Agil Alsagoff. '*Electronic Publishing*', UPMNET.Serdang: 2018.

Syed Agil Alsagoff. '*Issues on Communication and Technology*'. UPMNET.Serdang: 2018.

Syed Agil Alsagoff . '*Public Speaking*'.UPMNET.Serdang: 2018.

Syed Agil Alsagoff. '*Communication Etiquette*'.UPMNET. Serdang: 2018.

Syed Agil Alsagoff, Azizah Hamzah, Nor Hisyam Sulaiman, et. al. '*Malaysian Self-Regulation Practices*'.(Electronic Book), UNVISION Press. Seri Kembangan: 2017.

Syed Agil Alsagoff, Nor Hisyam Sulaiman, et. al. '*The Evolution of Electronic Publishing Technology: A Malaysian Perspective*', (Electronic Book), UNVISION Press. Seri Kembangan: 2016. ISBN: 9789675966071

Syed Agil Alsagoff, Nor Hisyam Sulaiman, et. al '*Asas Penerbitan Elektronik*' terbitan Penerbit Universiti Utara Malaysia (UUM). Sintok: 2009. ISBN: 967-983-3827-97-8

Syed Agil Alsagoff, Azizah Hamzah, et. al. '*A Comparative of ASIA's High Technology Project: Malaysia, Singapore and India*', Jabatan Penerbitan Universiti Malaya. Kuala Lumpur: 2005. ISBN: 983-100-268-7

Syed Agil Alsagoff. 'Bahtera Pemuda': Sejarah dan Perkembangan Pergerakan Pemuda UMNO Johor Bahru, terbitan Pergerakan Pemuda UMNO; Johor Bahru 2001. ISBN: 973-115-445-7

Thesis:

"*Self-Regulation Practices in Malaysian Media*". Thesis Ph.D (Media Policy), University Malaya, 2016.

"*Self-Regulation in Communication and Multimedia Act (Act 588)*" Thesis Master of Media Studies, University Malaya, 2001.

Journal Articles

Alsagoff, Syed Agil, Abdul Rahim, Shahrul Amir, Maskom, Mohd Nasir. "Developing The Roles of Public Relations Play In Supporting 3R Activities by School Teachers in Johor" in International Journal of Engineering and Technology, Vol. 7 (3.30) (pg. 458-463). Johor Bahru: 2018.

Alsagoff, Syed Agil, Md. Tahir, Zainal, Abdullah, Zulhamri. "Conceptual Exploration of the Relationship between Communication Leadership, Corporate Culture and Corporate Reputation in the Leading Media Government-Linked Companies" in Journal of Education and Social Sciences (JESOC), Vol. 9 Issues 2 (pg.147-158). Kuala Lumpur: 2018.

Alsagoff, Syed Agil, Md. Tahir, Zainal, Abdullah, Zulhamri. "The Role of CEOs In Managing Corporate Reputation Through Communication Leadership Among The Leading Media Government linked Companies" in Journal of Education and Social Sciences (JESOC), Vol. 9 Issues 1 (pg.90-98). Kuala Lumpur: 2018.

Alsagoff, Syed Agil, & Abdullah, Zulhamri. " Student Development Reputation between Malaysia and Cambodia" in Jurnal of Student Development, Vol. 3 Issues 2. Bangi. Universiti Kebangsaan Malaysia: 2017

Alsagoff, Syed Agil, Azizah Hamzah. "The Growth and Development of the Electronic Book Evolution in Malaysia" in Global Media Journal-Malaysia Edition, Vol. 6, Issue 3. Kuala Lumpur: 2016.

Alsagoff, Syed Agil, Azizah Hamzah & Hassan, Md. Salleh. "*The Malaysian Media Self-Media Regulation Content and Practices*" in Journal Sultan Allaudin Syah, KUIS, Vol. 1, Issue 2. Nilai: 2015.

Alsagoff, Syed Agil, Abdullah, Zulhamri & Hassan, Md. Salleh. "The Growth and Development of the Malaysian Media Landscape in Shapping Media Regulation" in Global Media Journal-Malaysia Edition, Vol. 1, Issue 1. Kuala Lumpur: 2011.

Syed Agil Alsagoff dan Faiz Hadli. "Penerbitan Akhbar Dalam Talian di Malaysia" dalam *International Undergraduate Journal Vol. 1. Number 1*. Serdang. Faculty of Economic and Management, UPM: 2008.

Prosidings

Alsagoff, Syed Agil, Md. Tahir, Zainal, Abdullah, Zulhamri." Conceptual Exploration of the Relationship between Communication Leadership, Corporate Culture and Corporate Reputation in the Leading Media Government-Linked Companies" in Kuala Lumpur International Communication, Education, Language and Social Sciences 9 (KLICELS 9), 24-25 March, Bangi, 2018.

Alsagoff, Syed Agil, Tahir, Zainal, Abdullah, Zulhamri. "The Role of CEOs in Managing Corporate Reputation Through Communication Leadership Among the Leading Media Government-Linked Companies" in International Conference On Media And Communication (MENTION 2017), Putrajaya, 2017.

Alsagoff, Syed Agil, Azizah Hamzah, & Hassan, Mohd Salleh. "Media Content Self-Regulation Practices in Malaysia" in Conference Proceedings of Persidangan Kebangsaan Komunikasi, Kemanusiaan, Sains Sosial dan Sains (PeKS2105) USIM. 21 Oktober, 2015.

Alsagoff, Syed Agil, Azizah Hamzah, & Abdullah, Zulhamri. "Shapping Modern Malaysian Media Self- Regulation Approaches" in Conference Proceedings of Second International Conference on Media, Communication and Culture (ICMCC 2015) 30 November 2015, Pusat Pengajian Komunikasi, Universiti Sains Malaysia.

Alsagoff, Syed Agil & AB Rahim, "The Nature of Volunterism: Malaysian Experiences", at the International Conference "Volunteerism –Avenue for Social Transformation", United Nations Office at Geneva (Switzerland) in June, 20-23, 2012.
Organizers: United Nations Office at Geneva Library, Perm Center of Volunteerism Development, Youth organization "Vector of Friendship" with the assistance of the Youth Affairs Agency of Russian Federation.

Syed Agil Alsagoff & Azizah Hamzah. "Media Convergence Environment: Conflicts and Challenges: The Malaysian Experience" dalam *Prosiding Biennial Conference of the World Communication Association*, Brisbane, Australia: 2007.

Syed Agil Alsagoff & Azizah Hamzah. "*Content Development in Communication and Multimedia in Malaysia*" in Prosiding Seminar Kebangsaan Komunikasi Ketiga, anjuran Faculty Communication and Modern Languages, Universiti Utara Malaysia, Sintok: 2006 (ISBN: 983-42061-1-9)

Syed Agil Alsagoff & Azizah Hamzah. '*Impak Sosial Terhadap Penguatkuasaan Akta Komunikasi dan Multimedia Malaysia*' in Prosiding Seminar Kebangsaan Komunikasi Kedua, Faculty Communication and Modern Languages, Universiti Utara Malaysia, Sintok: 2002

Non-Academic Books

Novel "*Destinasi*" (Destination) (1994) Penerbitan Pelangi Sdn. Bhd. (Listed under Selected Book by Malaysian National Library 1995)

Collection of Children and Teenagers Books under Pelangi Publishing (20 books) 1994-1995

Monograf

"*Self-Regulatory Framework and Mechanism in the Malaysian Media Environment*" terbitan IPSAS UPM, 2010.

Module

Modul Persyuma (Student Development Communication Skills).with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2015.

Modul Electronic Publishing, published by UPMNet, UPM (edition 2001,2002,2003,2004,2006,2008)

Modul Permulaan Graduan (Starting School). with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2008. ISBN: 978-983-3455-85-0

Modul Keterampilan Graduan (Finishing School). (Second Edition) with other writers. Published by Cocurriculum Centre, Universiti Putra Malaysia. Serdang: 2009. ISBN: 978-967-5026-80-5

Modul Keterampilan Graduan (Finishing School) Communication Effectively Package. with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2010.

Modul Keterampilan Graduan (Finishing School) Powerful Writing For Success Package. with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2010.

Modul Keterampilan Graduan (Finishing School) Pakej Event Management Package. with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2010.

Modul Keterampilan Graduan (Finishing School) Pakej Leadership Skills Package. with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2010.

Modul Keterampilan Graduan (Finishing School) Corporate Grooming & Dinning Etiquette Package. with other writers. Published by Co-curriculum Centre, Universiti Putra Malaysia. Serdang: 2010.

Chapter in Book

“Impak Sosial Terhadap Pelaksanaan Akta Komunikasi dan Multimedia (Akta 588)(social Impact of Communication and Multimedia Act Implementation” in book *“Cabaran Komunikasi Masa Kini”*, published by UPM Press. Serdang: 2008.

“Media Convergence in Malaysian Environment” dalam Buku *“Dimensions of Communication.Malaysian Experience”* published by UPM Press. Serdang: 2008.

“Agrobusinesses in Malaysia”, chapter in *Corporate Agriculture 2004/05 Directory*, Published by TELEKOM Publishing, Kuala Lumpur.

“New Perspective in Agroculture Tourism”, chapter in *Corporate Agriculture 2004/05 Directory*, published by TELEKOM Publishing, Kuala Lumpur.

Article

- Article *‘E-Book Technology in Malaysia’* in Berita Harian Daily Newspaper, 2015
- Article *‘Sekilas Pandang Sejarah Perfileman di Johor’* (A Brief about Johore Film Industry) dalam Souvenir Book of 11th Film Festival Malaysia 11; Kuala Lumpur,1994
- Article *‘Gold Currency Potential in Economy’*, published by Utusan Malaysia Daily Newspaper, 4 August 2001

ACADEMIC MODULE ASSESSOR

- Communication Entrepreneurship Modules (KOM3433). UPMNET 2017
- Introduction of Corporate Communication Module (KOC3301) UPMNET 2017
- News Writing and Editing Module (KOJ3471) UPMNET 2017
- Journalism Principle and Practices Module UPMNET 2017
- Gathering Information in News Writing Module UPMNET 2017

CONFERENCE PAPER PRESENTATION

International Level

Alsagoff, Syed Agil, Azizah Hamzah & Hassan, Mohd Salleh. *“Reflecting Media Content Values Through Malaysian Media Self-Regulation Approaches”*. Paper presented in Biennial Conference of PACA. Universiti Putra Malaysia, Serdang, July 2016.

Alsagoff, Syed Agil, Azizah Hamzah, & Hassan, Mohd Salleh. "*Media Content Self-Regulation Practices in Malaysia*". Paper presented at Persidangan Kebangsaan Komunikasi, Kemanusiaan, Sains Sosial dan Sains (PeKS2105) USIM. 21 Oktober, 2015.

Alsagoff, Syed Agil, Azizah Hamzah, & Abdullah, Zulhamri. "Shapping Modern Malaysian Media Self- Regulation Approaches". Paper presented at Second International Conference on Media, Communication and Culture (ICMCC 2015) 30 November to 2 December 2015, Pusat Pengajian Komunikasi, Universiti Sains Malaysia.

Alsagoff, Syed Agil, Azizah Hamzah & Abdullah, Zulhamri. "Media Content Self-Regulation Practices in Malaysia". Paper presented in Biennial Conference of PACA. Bandung, Indonesia, June 2014.

Alsagoff, Syed Agil & Datuk AB Rahim, "The Nature of Volunterism: Malaysian Experiences", at the International Conference "Volunteerism –Avenue for Social Transformation", United Nations Office at Geneva (Switzerland) in June, 20-23, 2012. Organizers: United Nations Office at Geneva Library, Perm Center of Volunteerism Development, Youth organization "Vector of Friendship" with the assistance of the Youth Affairs Agency of Russian Federation.

Alsagoff, Syed Agil, Azizah Hamzah "*Media Self-Regulation Environment in Malaysia*" dalam *The Sixth International Biennial Conference on New Directions in the Humanities* di Fateh University, Istanbul, Turkey, 15 – 18 July 2008.

Syed Agil Alsagoff , Dr. Siti Zobidah Ismail, Saiful Nujaimi Abd Rahman, Muhammad Mahfuz Fahmi "*The representation of Islam and Muslims via the new media in the contemporary era*" dalam *International Conference on the Representation of Islam and Muslims in the Media* (ICORM08), Kuala Lumpur, 2008

Syed Agil Alsagoff, Saiful Nujaimi Abdul Rahman, Muhammad Mahfuz Fahmi Mahayuddin, Siti Zobidah Omar, Megat Al-Imran Yasin, "*The Future of Conventional Newspapers in The Contemporary Era of Post Digital Revolution: An Escalation of Reading Preference On Compact Newspapers*". Kertas kerja dibentangkan dalam The 14th NIC Symposium on Intercultural Communcation: Changing Identities in Globalized World, Vilnius, Lithuania, November 29 – December 1, 2007.

Syed Agil Alsagoff, Saiful Nujaimi Abdul Rahman, Muhammad Mahfuz Fahmi Mahayuddin, Siti Zobidah Omar, Megat Al-Imran Yasin, "*Crossing The Threshold of Fear and Anticipation in The Malaysian Public Relations Culture*". Kertas kerja dibentangkan dalam The 14th NIC Symposium on Intercultural Communcation: Changing Identities in Globalized World, Vilnius, Lithuania, November 29 – December 1, 2007.

Alsagoff, Syed Agil, Azizah Hamzah " Media Convergence Environment: Conflicts and Challenges: The Malaysian Experience" di *Biennial Conference of the World Communication Association*, Brisbane, Australia, 27 – 31 July 2007.

Syed Agil Alsagoff dan Rosya Izanie Shamsuddin “Pemaparan Isu-isu Wanita dalam Program Televisyen *Wanita Hari Ini*”. Kertas Kerja dibentangkan dalam The 5th International Malaysian Studies Conference (MSC5), Universiti Putra Malaysia, Ogos 2006.

Alsagoff, Syed Agil, Azizah Hamzah “*Media Reformation and Self-Regulations in Malaysia: Problem & Challenges*” di Persidangan Media Massa, Athens Institute of Communication, Athens, Mac 2006

Alsagoff, Syed Agil, Azizah Hamzah ‘*Social Impacts of Malaysian Content Development through Implementation of Malaysia Communication & Development Act 1998*’ di *Biennial Conference of the World Communication Association*, Haninge (Stockholm), Sweden, July 2003.

Alsagoff, Syed Agil, Azizah Hamzah ‘*Malaysian Media Perceptions toward Globalization: Sentiments of Islam, War and World Peace*’ bersama Prof. Dr. Azizah Hamzah (UM) di *Biennial Conference of the World Communication Association*, Haninge (Stockholm), Sweden, July 2003.

Alsagoff, Syed Agil, Azizah Hamzah ‘*Voicing Identity In The Globalise Society: The Case of Malaysian Youth*’ bersama Dr. Ezhar Tamam di *World Communication Association Conference (WCA)*, Santander, Spain 1-7 July 2001.

National Level

Syed Agil Alsagoff dan Azizah Hamzah (Prof., Dr.) “*Pembangunan Maklumat dalam Kandungan Media di Malaysia*” (Media Content Development). Paper presented in Communication, Universiti Putra Malaysia, April 2006.

Syed Agil Alsagoff dan Azizah Hamzah (Prof., Dr.) “*Perundangan dan Polisi Media di Malaysia*”. (Media Legislation and Policies”. Paper presented at Seminar Putra-Utara, Universiti Utara Malaysia, Sintok, Feb 2006.

Syed Agil Alsagoff ‘*Pembangunan & Kesukarelaan Kemasyarakatan dari Perspektif Media*’ (Volunteerism Practices from Media Perspective”. Paper presented in National Volunteerism Convention, Kuala Lumpur, Feb 2004.

Syed Agil Alsagoff dan Azizah Hamzah. ‘*Perundangan Media dalam Era Globalisasi*’ (Media Legislation in Globalisation World). Paper presented in 2nd Communication Seminar, Universiti Utara Malaysia di Pulau Pinang, 2004.

Syed Agil Alsagoff dan Azizah Hamzah. ‘*Impak Sosial Terhadap Penguatkuasaan Akta Komunikasi dan Multimedia Malaysia*’, (Social Impact from the enforcement of the Communication and Multimedia Act). Paper presented in Communication Seminar, Universiti Utara Malaysia di Langkawi, 23-24 Jan 2002.

Syed Agil Alsagoff. ‘*Kesan Pelaksanaan Polisi Kandungan di Malaysia*’ (The Effects of Content Policy Implementation in Malaysia). Paper presented in Corporate Communication Seminar, organized by IDEAL UPM, Oktober 2002.

International Mobility Programme

- Mobility Academic and Research Programme at Eurasian National University, Astana, Qazaqstan from 4th March to 18th March 2018.
- Research Trip in Melbourne and Sydney, Australia under MCMC Grant (July 2010)
- Formal Working Trip to United Kingdom under Malaysia Communication and Multimedia Content Forum (CMCF), and Malaysia Commission of Communication and Multimedia (MCMC), (Jun 2008)

RESEARCH GRANT:

International Level:

- *Student Development Index: Comparative Study between Cambodia, Vietnam and Malaysia*". (Researcher). Research Program CLMV, Ministry of Higher Education, 2011. Amount: RM80,000.00
- *Excellent Researcher Grant: Mobility Programme for two weeks to Eurasian National University, Astana, Qazaqstan in March 2018*. Amount: RM20,000.00
- *"Student Development Practices: Comparative Study between Cambodia and Malaysia"*. (Principle Researcher). Research Grant CLMV Programme, Ministry of Higher Education Malaysia, 2011. Amount: RM80,000.00
- *'A Comparative of ASIA's High Technology Project: Malaysia, Singapore and India'*, (Researcher). Research Fund under UNESCO, 2004. Amount: RM300,00

National Level:

- *"Knowledge Transfer Programme for Single Mother* under Ministry of Education Malaysia Grant, September 2014-Ogos 2016. Amount: RM110,000.00.
- *"Self Regulation Mechanism in Malaysian Media Environment"*.(Researcher). Grant under Malaysia Commission of Communication and Multimedia (MCMC) 2009. Amount: RM99,440.00
- *"MSC Perception and Reputation among Communities"*. (Researcher). Grant under Malaysian Multimedia Development Corporation (MDC) 2004/2005. Amount: RM190,000.00

University Level:

“*Self-Regulation in Malaysian Broadcasting Media Environment: A Purpose of Conceptual Formulation*”, Principle Researcher. **Research University Grant Scheme (RUGS)**, 2008. RM29,000.00

“*Local Content Development and National Content Policy*”, University Malaya Short-Term Research Grant, 2001. Amount: RM3 000.00

Faculty Level:

- ‘*The Impact of Media Legislation and Policies Practices among the MSC Media Players*’. Faculty Short-term Research, 2005/2006. Amount: RM5 000.00
- “Social Regulation in Communication and Multimedia Malaysia Act”. Faculty Short-Term Research, 2001. Amount: RM5 000.00
- “*The Study of The Public Awareness of The Malaysian Communication and Multimedia Content Code*”, 2007. Amount: RM5 000.00

COMMUNITY AND SOCIAL RELATIONS ACTIVITIES

A. In University

- Guest Judge for National Sport Writer Award, organized by Malaysian Sport Writer Association, 2015-2018
- Chairman of Recruitment Participants Committee for Capacity Development Workshop on Communication Development (C4D) Planning and Strategy for Promotion & Protection of Children Rights UNICEF-UPM 21-23 August 2017;
- Chairman for Protocol Committee for PACA Conference, UPM 2016.
- Curriculum Assessor, Department of Media Studies, Faculty of Arts and Social Sciences, Universiti Malaya 2015-2017
- Member of *Crisis Management Committee*, Universiti Putra Malaysia, 2011
- Members of Primary Committee of Student Representative Council, UPM Sesi 2007/2008, 2008/2009, 2009/2010, 2011/2012.
- Member of Task Force Communication Skills *Task Force*, Universiti Putra Malaysia, 2010
- Member of University Student Industrial Training Universiti Putra Malaysia from (2008 – 2010)

- Guest Judge for *Intercollege English Debate 2008* (ICED 16) programme pada 19 – 24 February 2008
- Committee Member for National Career Carnival, organised by Ministry of Higher Learning Malaysia, from 26 – 29 July 2007
- Committee Member for Key Performance Index (KPI) College Administrative Universiti Putra Malaysia 2006
- Director for Publication and Relation Unit (UPP), FBMK from 1 Mei 2006

B. Guest Speakers For Workshop And Course:

- Guest Speaker for Seminar of Media Awareness and Regulation, organized by School of Creative Industry Management and Performing Arts, Northern University of Malaysia Malaysia, Kedah 2nd May 2018.
- Guest Speaker for Communication Programme (Public Speaking, Effective Communication, Effective Writing, News Writing and Reporting) for Civil Service Institute, Brunei Darussalam from 2012-2017.
- Guest Speaker for Protocol & Social Etiquette Workshop, organized by Ministry of Rural Development, Malaysia, June 2016.
- Guest Speaker for Protocol & Social Etiquette Workshop, organized by Ministry of Health Malaysia , April and May 2011
- Guest Speaker for Protocol & Social Etiquette Workshop, organized by HBI Consultants, Mac 2011
- Guest Speaker for Protocol & Social Etiquette Course, organized by Institute of Entrepreneurs Development, Universiti Putra Malaysia, March 2011
- Guest Speaker for Effective Communication Course organized by Department of National; Audit, Nilai, Negeri Sembilan, September 2010.
- Guest Speaker for Protocol & Social Etiquette Workshop, organized by Ministry of Health Malaysia, Feb 2010.
- Guest Speaker for Protocol & Social Etiquette Workshop, organized by Ministry of Domestic Trade and Consumer Affairs, Malaysia, October 2009.
- Guest Speaker for *Starting School Programme*, organized by Co-curriculum Centre, Universiti Putra Malaysia, 16 February and 12 July 2008
- Guest Speaker for "Desktop Publishing (EPR 2053) module" for Diploma Executive Programme, Universiti Utara Malaysia, 10 – 11 May 2008

- Guest Speaker for Journalistic Writing Workshop, organized by Department of Statistical, Malaysia from 7 – 9 April 2008
- Guest Speaker for Finishing School Programme, organized by Co-curriculum Unit, Universiti Putra Malaysia from 15 – 16 March 2008
- Guest Speaker for Protocol & Social Etiquette Workshop, organized by Department of Community Development, Limbang, Sarawak” from 28 – 30 December 2007
- Guest Speaker for Language Forum on Teenages and Language, organized by Dewan Bahasa dan Pustaka wilayah selatan on 11 November 2007
- Guest Speaker for “National Independent Forum” which have been recognized by *The Malaysian Book Of Records* sebagai *The Longest Non-stop Forum* (50 hours) in GAPENA House, Dewan Bahasa, Kuala Lumpur, from 24-26 August 2007
- Guest Speaker for *Starting School Programme*, organized by Co-curriculum Centre, Universiti Putra Malaysia, from 4-5 August and 11 – 12 August, 2007
- Guest Speaker National Patriotic Course session 2007/2008 at Kem Mega Crystal Training Centre, Kuala Selangor, 20 Jun 2007
- Guest Speaker for UPM Strategic Publicity Workshop from 14 – 15 June 2007 at Gouman Hotel Port Dickson
- Principle Moderator in “Conference on Management of Information Pertaining to Health Crisis” from 3 – 4 Mei 2007, Hotel Nikko, KL
- Guest Speaker for “Website Management and Business Communication Course”, 25-26 April 2007
- Guest Speaker “Student Development Course 2006 (KPSM 2006) 5th College, UPM” 5 December 2006
- Guest Speaker “Public Speaking and Communication Skills” for Civil Servant Officer, Negeri Terengganu Darul Iman, from 1 – 4 September 2006
- Guest Speaker “Writing Course” at RISDA College, RISTEC Port Dickson, 4 September 2006
- Guest Speaker, “Seminar on Communication in New Edge” organised by Faculty of Communication and Modern Languages, Universiti Utara Malaysia on 21 Mei 2006
- Guest Speaker on “Public Speaking Course for Information Officers”, organized by Ministry of Information Malaysia in Kuala Lumpur, April and May 2006
- Guest Speaker on “Effective Communication Course”, organized by Bursar Office, UPM, 14 Jun 2006

- Guest Speaker on “Public Speaking Course for Information Officers”, organized by Ministry of Information Malaysia in UPM Serdang, 2005
- Guest Speaker on “Effective Communication Course for Ministry of Health Officers”, organized by Ministry of Health Malaysia in Kuantan, Pahang, Jun 2005.
- Guest Speaker for “Public Speaking session in Staff Training Programme” organized by KEMAS, Kuantan, Pahang, March 2003 and May 2004
- Guest Speaker for “Public Speaking session in Staff Training Programme” organized by Department of Water Works in Ipoh, Perak, November 2002 and June 2003
- Guest Speaker on “Effective Communication Course organized by government agency, KEMAS, KEMAS Training Centre, Kuantan, Pahang, September 2002
- Guest Speaker on “Public Speaking Course for Civil Servant Officers”, organized by Ministry of Information Malaysia, 23 October 2000
- Guest Speaker on “Journalism Workshop”, organized by Ministry of Information Malaysia at Ayer Keroh, Melaka 24-28 April 2001.
- Guest Speaker on “Reports, Paper Works Writing Skills” organised by Department of Works, 29-31 October 2001.
- Guest Speaker on “Public Speaking Course organized by Ministry of Information Malaysia, Melaka, 23 Oktober 2000
- Guest Speaker on “Effective Communication Course for University’s Staff”, organized by Universiti Teknologi Malaysia, Skudai, Johor Bahru, 1996 and 1997

C. External Teaching Experiences

- Guest Lecturer for Bachelor Communication Programme, subject “Introduction of Corporate Communication” and “Introduction of Mass Communication”, for Open University Malaysia (OUM), sem Nov 2017, Jan 2018, Mac 2018, May 2018
- Guest Lecturer for Bachelor Communication Programme under Northern University of Malaysia (UUM) subject “Communication Management Skills” semester 2016/2017
- Guest Lecturer for Master of Communication Programme, subject “Corporate Communication Theories and Practice” for International University of Kuala Lumpur (IUUKL) Semester 2015/16
- Guest Lecturer for Bachelor of Communication Programme, subject “Introduction to Corporate Communication” for International University of Kuala Lumpur (IUUKL) Semester 2014/15

- Guest Lecturer for Bachelor Communication Programme, subject Media Law & Regulation, University Technology of MARA, (UITM Shah Alam) sem 2009/2010 dan 2010/2011;
- Guest Lecturer for Bachelor Communication Programme, subject Media Law, University Selangor (UNISEL) Shah Alam sem 2010/2011;
- Guest Lecturer for Bachelor Communication Programme (Distance Learning Programme), subject Media, Technology and Community, sesi 2008/2009 and 2009/2010;
- Guest Lecturer for Bachelor Communication Programme, subject “Public Relations’ for Department of Media Studies, Universiti Malaya sesi 2005/2006, 2006/2007, 2007/2008, 2008/2009;
- Guest Lecturer for Bachelor Communication Programme, subject Pensyarah “Communication Etiquette” Universiti Malaysia Sabah (UMS) sesi 2007/2008

REFEREE

Prof. Dr. Azali bin Mohamed

Dean of Faculty of Economic and Management
(Former Deputy Vice Chancellor of Student Affairs)
Universiti Putra Malaysia

Prof. Dr. Abdul Mua’ti@ Zamri

Dean of Faculty of Modern Languages and Communication
Universiti Putra Malaysia

Prof. Datuk Dr. Mohd Fauzi bin Ramlan

(Former Vice Chancellor)
Universiti Putra Malaysia