

**DR IZZAL ASNIRA BT ZOLKEPLI**  
**LECTURER**

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Department of Persuasive Communication  
School of Communication  
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Links:

Researchgate: [https://www.researchgate.net/profile/Izzal\\_Zolkepli](https://www.researchgate.net/profile/Izzal_Zolkepli)  
Google Scholar: <https://scholar.google.com/citations?user=UHU3Se4AAAAJ&hl=en>  
Webpage: <http://drizzalasnira.weebly.com/>

### Area of Expertise

Convergence & Adoption of Communication Technologies and Proliferation of Digital, Social Media and Networked Media, Consumer Studies, Integrated Marketing Communication, Quantitative Research (Partial Least Squares)

### Academic Qualifications

2014 : PhD (Marketing), University of Malaya, Malaysia  
2006 : MA (Advertising), RMIT University, Melbourne, Australia  
2000 : BA (Hons.) Mass Communication (Advertising), University Technology MARA, Malaysia

### Professional Experiences

*Universiti Sains Malaysia, Penang*

April 2014 – Present : Lecturer, Persuasive Communication, School of Communication

*University of Malaya, Kuala Lumpur*

July 2008 – July 2013 : PhD Researcher, Faculty of Business & Accountancy

*J. Walter Thompson (JWT) Melbourne, Australia*

Sept 2006 – Nov 2006 : Industrial Training (Media Planner)

*Open Universiti Malaysia (OUM), Kuala Lumpur*

Jan 2005 – Julai 2005 : Senior Executive, Corporate Planning and Budgeting

Ogos 2002 – Dis 2004 : Executive, Corporate Planning and Relations

*CD Communication Sdn. Bhd., Petaling Jaya*

Mac 2001 – Julai 2002 : Executive, Account Servicing

Mac 2000 – Mac 2001 : Junior Executive, Client Servicing & Media Planning

Jan 1999 – Mac 1999 : Industrial Training (Client Support & Servicing)

### Teaching Duties

*Postgraduate Level*

- i. Marketing Management
- ii. International Advertising
- iii. Integrated Marketing Communication Research Project

### Undergraduate Level

- i. Communication & Society
- ii. Communication for Sustainable Development
- iii. Communication Research Method
- iv. E-Marketing
- v. Independent Study (Kajian Bebas)
- vi. Integrated Marketing Communication
- vii. Persuasive Communication Package – Social Campaign (Final Year Project)
- viii. Principles of Marketing
- ix. Theory of Persuasion

### Dissertations

Zolkepli, Izzal Asnira (2014). *The Antecedents of Social Media Adoption: A Study on the Role of Media Needs and Innovation Characteristics*, Doctor of Philosophy, University of Malaya, Malaysia

### Journals

- [1] Zolkepli, Izzal Asnira, Hasno, Hedhir & Syed Mukhiar, Sharifah Nadiah (2015). *Online Social Network Citizen Engagement on Instagram Crowdsourcing: A Conceptual Framework*, *Electronic Journal of Knowledge Management* Vol 13 (4), pp283-292 available online at [www.ejkm.com](http://www.ejkm.com) (**ERA Indexed Journal**) ISSN 1479-4411
- [2] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2015). *Social Media Adoption: The Role of Media Needs and Innovation Characteristics*, *Computers in Human Behaviour*, Vol 43, Pp. 189-209 (**ISI/Scopus-Indexed Journal**) ISSN: 0747-5632
- [3] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2011). *Understanding Social Media Adoption: The Role Of Perceived Media Needs And Technology Characteristics*, *World Journal of Social Sciences*, Vol.1(1), Pp. 188 - 199 (**Cabell USA-Indexed Journal**) ISSN: 1838-3785 (Print), ISSN:1839-1184 (Online)

### Proceedings

- [1] Zolkepli, Izzal Asnira (2016). *Changing Consumer Culture in The Wake of 3.0: Mobilizing Online Crowd Competency and Expertise Through Crowdsourcing*, *Proceedings of 3<sup>rd</sup> European Conference on Social Media (ECSM)*, 12-13<sup>th</sup> July, Caen, France
- [2] Zolkepli, Izzal Asnira (2016). *Domination of Mobile Apps Market: The Effect of Apps Value on Apps Rating and Apps Cost in Determining Adoption*, *Proceedings of Penang International Symposium on Advances in Social Sciences and Humanities (PISASSH)*, 30-31<sup>st</sup> January, Penang, Malaysia
- [3] Saumi, Muhammad Faiz & Zolkepli, Izzal Asnira (2016). *Analisis Model 'Gap' Destinasi Ekopelancongan: Kearah Memastikan Kualiti Perkhidmatan dan Kelestarian*, *Proceedings of Penang International Symposium on Advances in Social Sciences and Humanities (PISASSH)*, 30-31<sup>st</sup> January, Penang, Malaysia
- [4] Maniam, Pushpavalli & Zolkepli, Izzal Asnira (2015). *Generation Y as Organ Donor: Informational and Supportive Influence of Socialization Agents on Attitude Towards Organ Donation*, *Proceedings of 2<sup>nd</sup> International Conference on Media, Communication and Culture (ICMCC)*, 30-2<sup>nd</sup> December, Penang, Malaysia
- [5] Zolkepli, Izzal Asnira, Hasno, Hedhir & Kamarulzaman, Yusniza (2015). *Technology-Push and Need-Pull of Online Social Network Citizen Engagement on Instagram Crowdsourcing*, *Proceedings of 2<sup>nd</sup> European Conference on Social Media (ECSM)*, 9-10<sup>th</sup> July, Porto, Portugal
- [6] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2014). *Assessing the Hierarchical Construct Model for Social Media Utilization from The Perspective of Psychological Gratifications*, *Proceedings of 7<sup>th</sup> Asia Pacific Business Research Conference (APBRC)*, 25-26<sup>th</sup> August, Singapore
- [7] Hashim, Nor Hazlina & Zolkepli, Izzal Asnira (2014). *The Effect of Mobile Advertising Message Content on Consumer Purchase Intention*, *Proceedings of 7<sup>th</sup> Asia Pacific Business Research Conference (APBRC)*, 25-26<sup>th</sup> August, Singapore
- [8] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2014). *The Antecedents of Social Media Adoption*, *Proceedings of 1<sup>st</sup> European Conference on Social Media (ECSM)*, 10-11 July, Brighton, United Kingdom (**ISI-Indexed Proceedings**) ISBN: 978-1-910309-28-5 (Book), ISSN: 2055-7221 (E-book), ISBN: 978-1-910309-30-8 (CD-Version)
- [9] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2011). *The Role of Perceived Media Needs and Technology Characteristics in Determining Social Media Adoption: A Conceptual Framework*, *Proceedings of 6<sup>th</sup> European Conference on Innovation and Entrepreneurship (ECIE)*, 14-16 September, Aberdeen, Scotland (**ISI-Indexed Proceedings**) ISBN: 978-1-908272-14-0 (Book)

- [10] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2011). Understanding Social Media Adoption: The Role of Perceived Media Needs and Technology Characteristics, *Proceedings of Asia-Pacific Business Research Conference*, 21-22 February, Kuala Lumpur, Malaysia

### Book(s)/Book Chapter(s)

- [1] Zolkepli, Izzal Asnira & Kamarulzaman, Yusniza (2016), The Wisdom of Social Media Innovation Over the Needs of Online Network Citizen in *Encyclopaedia of E-Commerce Development, Implementation and Management*, IGI Global
- [2] Zolkepli, Izzal Asnira (2014) *Brand Management*, Kuala Lumpur: Open University Malaysia (In-House Teaching Module)

### Conferences/Seminars/Workshops/Talks/Courses Attended

- [1] Paper Presenter, *3<sup>rd</sup> European Conference on Social Media (ECSM)*, Caen, France, 12-13<sup>th</sup> July 2016
- [2] Session Chair & Paper Presenter, *Penang International Symposium on Advances in Social Sciences and Humanities (PISASSH)*, 30-31<sup>st</sup> January 2016, Penang, Malaysia
- [3] Participant, *Digital Marketing Accelerator Workshop: Practical Strategies & Best Practices*, Kuala Lumpur, Malaysia, 22-23<sup>rd</sup> December 2015
- [4] Participant, *Workshop on Social Media for Academics: Boosting your Impact and Visibility*, Penang, Malaysia, 27<sup>th</sup> August 2015
- [5] Participant, *Kursus Pembelajaran & Pengajaran (PnP)*, Penang, Malaysia 10-21<sup>st</sup> August 2015
- [6] Participant, *Program Transformasi Insan*, Penang, Malaysia, 27-31<sup>st</sup> July, 2015
- [7] Session Chair & Paper Presenter, *7<sup>th</sup> Asia-Pacific Business Research Conference (APBRC)*, Singapore, 25-26<sup>th</sup> August 2014
- [8] Paper Presenter, *Asia-Pacific Business Research Conference (APBRC)*, 21-22<sup>nd</sup> February 2011, Hotel Istana Kuala Lumpur, Malaysia
- [9] Paper Presenter, *6<sup>th</sup> European Conference on Innovation and Entrepreneurship (ECIE)*, Robert Gordon University, Aberdeen, Scotland, 15-16<sup>th</sup> September 2011
- [10] Participant, *1st International Conference on Islamic Marketing and Branding (ICIMB)*, Seri Pacific Hotel, Kuala Lumpur, Malaysia, 29-30<sup>th</sup> November 2010
- [11] Participant, *Education Management Through Technology Conference (EMTECH)*, The Regent Hotel, Kuala Lumpur, Malaysia, 15-16<sup>th</sup> June, 2004
- [12] Participant, *Asia Co-operation Dialogue: Workshop on e-Education*, The Regent, Kuala Lumpur Malaysia, 29-30<sup>th</sup> April, 2004
- [13] Participant, *Course on Customer Care*, Open University Malaysia, 2<sup>nd</sup> October 2002
- [14] Participant, *Executive Retreat: Building Our Future*, Renaissance Palm Garden Hotel, Putrajaya, 20-22<sup>nd</sup> September 2002

### Research Grants

- [1] Principal Researcher  
Grant Title: *Developing a Predictive Model of Crowdsourcing Based on Online Crowd Participation and Engagement for SME*  
Grant Name: Fundamental Research Grant Scheme (FRGS)  
Sponsor: Ministry of Higher Education, Malaysia  
Duration: 2<sup>nd</sup> November, 2015 – 1<sup>st</sup> November, 2017  
Grant Amount: RM100,000
- [2] Principal Researcher  
Grant Title: *Framework Construction on Mobile Apps Adoption for Android and iOS User Market Segment*  
Grant Name: University Short Term Grant  
Sponsor: Universiti Sains Malaysia  
Duration: 1<sup>st</sup> August, 2015 – 31<sup>st</sup> July, 2017  
Grant Amount: RM29,400
- [3] Co-Researcher  
Grant Title: *Developing Visual Graphic Icons to Reinforce and Enhance Malaysian Brand and Identity for Tourism Malaysia*  
Grant Name: University Short Term Grant  
Sponsor: Universiti Sains Malaysia  
Duration: 15<sup>th</sup> September, 2015 – 14<sup>th</sup> September, 2016

- [4] Principal Researcher  
Grant Title: *Research on Perceived Media Needs and Social Media Adoption*  
Grant Name: Postgraduate Research Grant  
Sponsor: University of Malaya, Malaysia  
Duration: 2011 - 2012  
Grant Amount: RM3, 000

### Industrial Grant

- [1] Co-Researcher  
Grant Title: *HIV/AIDS Awareness Campaign 2014: A Study on Knowledge, Attitude and Practice among Universities and Colleges Students in Pulau Pinang*  
Sponsor: Felda Wellness Corporation (FWC) Malaysia  
Duration: April – December, 2014  
Grant Amount: RM40, 000

### Supervision

#### PhD -

##### Ongoing

- [1] Principal Supervisor (PhD) – Pushpavalli Maniam, *Sourcing The Crowd Communities: Consumer-Brand Voluntary Participation & Engagement* - Ongoing  
[2] Co-Supervisor (PhD) – Muhamad Zaki Mustafa, *The Effects of Task-Technology Fit on User Performance Impacts: The Case of Social Media Use Among Public Relations Officer in Malaysian Public Sector (P-KOD0001/14 (R))* - Ongoing

#### Masters -

##### Ongoing

- [1] Principal (Masters in IMC) – Joann P.S. Lim, *Green Untold: Unravelling The Behaviours of Green Food Consumers in Malaysia Using The Health Belief Model (P-KOM0021/14)* – Ongoing  
[2] Principal (Masters in IMC) – Hanisa Asmadi, *The Influence of Travel Intermediaries Website on Purchase Intention (P-KOM0050/13)* – Ongoing

##### Completed

- [1] Principal (Masters in IMC) – Belinda Fong Chong Lynn, *Emotional & Rational Product Appeals in Food Advertisements for Children: A Content Analysis of Food & Beverage Advertisements Shown in Malaysia Internet TV (P-KOM0019/14)* – Completed 2016  
[2] Principal (Masters in IMC) – Raja Marliza Safia Bt Raja Samri, *Going Extra Miles: Examining Consumers' Perception Towards Karaoke Centre as a Family Entertainment Hub* – Completed 2016  
[3] Principal (Masters in IMC) - Pushpavalli Maniam, *Examining The Influence of Socialization Agents Towards The Intention of Organ Donation: An Exploratory Study Among Generation Y in Malaysia (P-KOM0072/12)* – Completed 2015  
[4] Principal (Masters by Research) – Muhammad Faiz Saumi, *Analisa Persepsi dan Jangkaan Hubungan Komunikasi 'Word-of-Mouth' dan Kepuasan Pelancong Berdasarkan Penilaian Kualiti Perkhidmatan (SERVQUAL) Destinasi Ekopelancongan Malaysia (P-KOM0128/14)* - Ongoing  
[5] Principal (Masters by Research) – Nurul Syazwannie Mohamad Saad, *Pengaruh Motivasi Penolak & Penarik Dalam Pemilihan Yayasan Pulau Orang Utan Bukit Merah (YPOBUM) Sebagai Destinasi Pelancongan (P-KOM0123/14)* – Ongoing  
[6] Principal (Masters in IMC) – Raja Marliza Safia Raja Samri, *Going Extra Miles: Examining Consumers' Perception Towards Karaoke Centre as a Family Entertainment Hub (P-KOM0074/13)*

#### Undergraduates -

##### Completed

- [1] Nur Qutreen Nada Mahamud, *Kajian Mengenai Pengetahuan, Sikap dan Amalan Pelajar Pusat Pengajian Komunikasi USM Terhadap Penggunaan e-Pembelajaran (115466)* – Completed 2015  
[2] Nur Hidayu Abdul Samad, *Pemaparan Watak Seram: Konflik Gender Dalam Filem Antara Etnik Melayu, Cina dan India (115464)* – Completed 2015  
[3] Priyha Nisha d/o Vijaya Kumar, *Gender Bias Dalam Periklanan: Tinjauan Pengetahuan, Sikap dan Amalan Pelajar USM Terhadap Tren Pembelian (115476)* – Completed 2015

- [4] Melina d/o Arokiasamy, *Kajian Terhadap Tahap Persediaan pelajar Tahun Akhir USM untuk Menjejaki ke Alam Pekerjaan* (115431) – Completed 2015
- [5] Shanthinee d/o Subramany, *Keberkesanan Periklanan di Facebook dan Kesannya Terhadap Proses Pembelian* (115483) – Completed 2015
- [6] Shahzatul Afiera Kartini Mohd Affendy, *Kajian Mengenai Faktor yang Mempengaruhi Proses Pembelian Produk Kosmetik Dalam Kalangan Siswi USM* (115481) – Completed 2015
- [7] Nurul Nabihah Abdul Razak, *Kajian Mengenai Penggunaan Google dan Wikipedia Dalam Mempegaruhi Pencapaian Akademik Mahasiswa di USM* (115473) – Completed 2015
- [8] Sakinah Mohamad Roden, *Impak Facebook Terhadap Pembentukan Keyakinan Diri Pemilik Akaun Dalam Kehidupan Seharian* (115479) – Completed 2015

### Internal Assessor/Examiner/Editor/Reviewer

- [1] Examiner, PhD Proposal, November 2015, Sobia Shahzad, *Social Media Use and Political Participation: Constructing a Multiple Mediator Model of Citizen Communication in Pakistan*.
- [2] Examiner, Masters IMC Research Project, Oct 2015, Mohd Shazly Sharkawi, *Penerapan Dimensi Budaya Hofstede Dalam Drama Puteri Gunung Ledang: Satu Kajian Kes Di Kalangan Penonton HyppTV*
- [3] Examiner, PhD Proposal, April 2015, Jamsari Hashim, *Social Media Use among PR Practitioners in Malaysia PLCs: Examining the Antecedents of the Usage and the Moderating Effects of Niches*.
- [4] Examiner, Viva Voce, Masters by Research, April 2015, Punitha d/o Vadeveloo, *Kepenggunaan Media Baru "Whatapps" Dalam Kalangan Guru di Sekolah Rendah*
- [5] Examiner, Masters IMC Research Project, June 2015, Hanizah Hamzah, *Exploring Consumer Boycott Intelligence Among Malaysians During the 2014 Israel-Gaza Conflict: An Application of the Theory of Planned Behaviour*
- [6] Examiner, Masters IMC Research Project, June 2015, Abdul Jazie Mohd Akbar, *Assessing the Impact of Humorous TV Ads on Young Consumers' Affective, Behavioural and Cognitive Attitudes*
- [7] Examiner, Masters IMC Research Project, June 2015, Suit Lai Yoong, *Luxury Brand Perceptions and Purchase Behaviour in Malaysia*
- [8] Examiner, Masters IMC Research Project, June 2015, Tan Yeun Siok, *A Study on The Effects of Cultural Values on Consumers' Decision Making Process in Car Purchasing*
- [9] Examiner, Masters by Research Proposal, May 2015, Shobalini d/o Toraraisa, *Smartphone Dependency: A Qualitative Exploration of How Belongingness Related to Smartphone Use Among Single People in Penang*

### External Assessor/Examiner/Editor/Reviewer/Reader

- [1] Reviewer, Journal of Innovation Economics (JIE), 2015
- [2] Reviewer, Journal of Media & Communication Studies (JMCS), 2015
- [3] Reviewer, Journal of Organizational Computing & Electronic Commerce (JOCEC), 2015
- [4] Reviewer, Journal of Management Science & Practice (JMSP), 2015
- [5] Reviewer, European Conference on Social Media (ECSM), 2015
- [6] Thesis Examiner, *The Adoption of Social Media by Australian Banks to Communicate with The Public*, Deakin University, Australia, 2015

### Awards

- [1] 2016 Best Paper Winner for *Penang International Symposium on Advances in Social Sciences and Humanities (PISASSH)*, 30-31<sup>st</sup> January, Penang, Malaysia
- [2] USM – SLAB/ASTS Scholarship
- [3] UiTM Best Student Awards 2001
- [4] Dean's List for 1<sup>st</sup>, 3<sup>rd</sup> and 6<sup>th</sup> semester for BA (Hons) Mass Communication (Advertising)

### Professional Affiliation/Membership

- [1] Committee, 2<sup>nd</sup> European Conference on Social Media 2016 (International)
- [2] Committee, 2<sup>nd</sup> International Conference on Media, Communication and Culture 2015 (International)
- [3] Committee, 2<sup>nd</sup> European Conference on Social Media 2015 (International)
- [4] Committee, 1<sup>st</sup> European Conference on Social Media 2014 (International)
- [5] Alumni, University of Malaya, Malaysia (National)

### **Services to Professional Organizations**

- [1] Curriculum Committee for PhD Programme, June 2014 – 2017, University of Malaya (National)
- [2] Consultant, Advertising & Promotion Strategist for Sasta Marketing, Kulim, September 2012 – October 2014
- [3] Committee, Course Developer for Bachelor of Marketing, Faculty of Business & Accountancy, University of Malaya, April, 2013
- [4] Consultant, Social Media Strategist for University of Malaya, Centre of Innovation and Commercialization (UMCIC), Jan - September 2013
- [5] Consultant, University of Malaya Research Conference 2012, University of Malaya Research Management and Innovation Centre, 16 – 23 April, 2012

### **Project and Community Engagement**

- [1] Co-Advisor, Stop.Think.Test HIV/AIDS Awareness Campaign 2014, Persuasive Communication Department, School of Communication, USM
- [2] Committee, IMPACT (Immersion Project, Appreciation & Tribute) 2014, School of Communication, USM