



## LECTURERS' RESEARCH EXPERTISE AND INTEREST

LECTURER	RESEARCH EXPERTISE & INTEREST	METHODS
Prof. Dr. Jamilah Hj. Ahmad	Public Relations, Corporate Social Responsibility (CSR), Community Relations, Communication, Environmental Communication	Qualitative
Associate Prof. Dr. Bahiyah Omar	Online Journalism, New Media, Media Effects	Quantitative
Associate Prof. Dr. Hasrina Mustafa	Family Studies, Advertising, Health Communication, Tourism Marketing	Quantitative
Associate Prof. Dr. Juliana Abdul Wahab	Television and Radio, Audience Studies, Media and Gender Studies	Qualitative
Associate Prof. Dr. Shuhaida Md. Noor	Mental Representations of Self, Consumer / Audience Cognitions and Memories, Customer-based Brand Equity	Quantitative
Associate Prof. Dr. Izzal Asnira Zolkepli	Convergence and Adoption of Communication Technologies and Proliferation of Digital, Social Media and Networked Media, Consumerism, Advertising Management, Media Planning, Marketing and Brand Communication	Quantitative
Associate Prof. Dr. Nik Norma Nik Hasan	Science and Environmental Journalism, Risk Communication, Communicating Sustainability	Qualitative
Associate Prof. Dr. Saifudin Mohamad Saleh	Environmental Communication, Sustainability Communication	Quantitative, Qualitative, Mixed Methods
Dr. Chai Ming Hock	Print Media Design, Journalism, Politics, Election Issues, Discourse Analysis	Qualitative
Dr. Kamaruzzaman Abdul Manan	Brand Communication, Marketing Communication, Generative AI Communication, Social Communication	Quantitative
Dr. Mahadevan Krishnan	Corporate Communication, Public Relations, Stakeholder Communication, Sustainability and Green Issues, Organisation Communication	Quantitative, Qualitative, Mixed Methods
Dr. Mahyuddin Ahmad	Film, Media and Culture, Early Malaysian Film Industry & P. Ramlee, The New Independent Malaysian Cinema	Qualitative
Dr. Miharaini Md Ghani	Media Technology, Health Communication, Organizational Communication and Behavioral Change	Quantitative
Dr. Ng See Kee	Media studies, New Media, Online News	Quantitative
Dr. Ngo Sheau Shi	Gender and Spectatorship Theory, Hong Kong Cinema, Women Warriors and Martial Arts Genre, Malaysian Cinema, Chinese Cinema	Qualitative
Dr. Nurdayana Mohd Noor	New and Digital Media, Instructional Communication, Visual Communication, User Experience, Learning Design	Quantitative
Dr. Noratikah Nordin	Digital media analytics, Health informatics, Artificial intelligence in communication	Quantitative
Dr. Nur Atikah A Rahman	Advertising, Branding, Social Media, Social Media Influencer, Self-branding, Content Ideation	Qualitative
Dr. Rani Ann Balaraman	Journalism, Politic, Online Journalism, Media Studies and New Media	Qualitative
Dr. Rehan Tariq	Political Communication, Crowdsourcing in Politics & Political Journalism	Quantitative
Dr. Sharifah Nadiah Syed Mukhjar	Consumer Acculturation, Cross-cultural Advertising, Integrated Marketing Communication	Qualitative
Dr. Suriati Saad	Corporate Social Responsibility (CSR), Marketing Communication, New Media and Communication Technology	Qualitative

