

CURRICULUM VITAE

NAME: ASSOCIATE PROFESSOR TS. DR. SOBIHATUN NUR ABDUL SALAM



POSITION: Associate Professor/ Senior Researcher

NATIONALITY: Malaysian

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School of Multimedia Technology and Communication
Universiti Utara Malaysia, 06010 UUM Sintok,
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OVERVIEW

Sobihatun Nur Abdul Salam is an Associate Professor from School of Multimedia Technology and Communication, Universiti Utara Malaysia. She has graduated both her Bachelor and Masters Degree in Information Technology from Universiti Utara Malaysia in 2000 and 2002. She holds a Ph.D in Multimedia from Centre of Instructional Technology and Multimedia, Universiti Sains Malaysia in 2010. She has served Universiti Utara Malaysia as an academician since 2000. She has managed to involve in 35 research grants (13 as Principal Investigator, 22 as Co-investigator) funded by university and national grant as well as supervising Masters and PhD students in the field of Multimedia, Persuasive Technology, Persuasive Multimedia, Educational Multimedia, Assistive Technology, Gamification and others. She has actively published her research work in local and international indexed journals, proceedings, also has obtained several Innovation Competition Awards (Gold, Diamond, Silver and Bronze) and has owned 13 copyrights. She also experiences in several university administration posts as Undergraduate and Postgraduate Coordinator (2010-2015), Head of Department (2017), Deputy Dean (2018-2019), Dean (2020-2021), Head of Digital Production and Services Unit (2022-current).

WORK EXPERIENCE

No	Position	Name of Company	Duties & Responsibilities	Year
1	Associate Professor/ Senior Researcher	Universiti Utara Malaysia (UUM)	-Lecturing for Bachelor's degree and Master Degree in Multimedia. - Supervising for PhD and Master Degree in Multimedia.	2018 - present
2.	Senior Lecturer	Universiti Utara Malaysia (UUM)		2010-2017
3.	Lecturer	Universiti Utara Malaysia (UUM)	-Lecturing for Bachelor's degree in Multimedia.	2002-2006
4.	Tutor	Universiti Utara Malaysia (UUM)	- Further studies in Master Degree	2000

PROFESSIONAL DESIGNATION

Professional Technologist

Malaysian Board of Technologist (MBOT)
Membership ID: PT18070620

SCHOLAR ACCOUNT

<http://www.experts.uum.edu.my/Researcher.aspx?kat=1&kod=sobihatun>

UPPERMOST LEADERSHIP ROLE

Dean (2020 - 2021)

School of Multimedia Technology and Communication, Universiti Utara Malaysia.

Deputy Dean (2018-2019)

School of Multimedia Technology and Communication, Universiti Utara Malaysia.

Head of Department (2017)

Multimedia Technology Department, School of Multimedia Technology and Communication, Universiti Utara Malaysia.

UPPERMOST AWARD/RECOGNITION

Gold Medal (2023)

Awarded by Virtual Innovation Competition 2023, Universiti Teknologi Mara Cawangan Kelantan.

Gold Medal (2022)

Awarded by PECIPTA, Kementerian Pengajian Tinggi, Malaysia.

Gold Medal (2022)

Awarded by International University Carnival on E Learning (IUCEL), Kementerian Pengajian Tinggi, Malaysia.

Gold Medal (2018)

Awarded by Sintok International Games and Gamification (SIGG), Universiti Utara Malaysia.

Excellent Service Award (2017)

Universiti utara Malaysia.

Gold Medal (2015)

Awarded by Innovative Research, Invention and Application Exhibition (I-RIA), Universiti Utara Malaysia.

Gold Medal (2015)

Awarded by Invention, Innovation & Design Exposition (IIDEX2015), Universiti Teknologi Mara, Malaysia.

Gold Medal (2015)

Awarded by Invention, Research Innovation Symposium & Exposition (RISE2015), Universiti Teknologi Mara, Malaysia.

Diamond Award (2015)

Awarded by Invention, Research Innovation Symposium & Exposition (RISE2015), Universiti Teknologi Mara, Malaysia.

Gold Medal (2014)

Awarded by International Invention, Innovation and Technology Exhibition (ITEX).

Gold Medal (2012)

Awarded by Malaysia Technology Expo (MTE).

Gold Medal (2009)

Awarded by International Invention, Innovation and Technology Exhibition (ITEX).

RESEARCH GRANT

Total: 35 Research Grants - 13 as Principal Investigator, 22 as Co-investigator

1. Kesan Cybersickness Terhadap Pengguna Pertama Kali Immersive Virtual Reality (IVR) (2023), Member, UNIVERSITI
2. A Comprehensive Instructional Design Model for Online Learning in IR4.0 Higher Education (2022), **Leader**, UNIVERSITI
3. Sintok Forest Preservation Awareness (SIFPRA) Digital Medium Application (2019), **Leader**, UNIVERSITI
4. Aplikasi Perwakilan Visual Digital Untuk Perlindungan Wayang Kulit Melayu (2019), Member, UNIVERSITI
5. A Computational Thinking Model For Game Based Learning To Enhance Students' Mathematical Problem

Solving Skills (2019), Member, KPT

6. Persuasive Multimedia Design Model For Game Based Learning To Enhance Children's Awareness Of Child Sexual Abuse (2019), Member, KPT
7. Integrated Wearable Persuasive Multimedia Model For Depression Awareness: Consolidating Persuasive, Multimedia And Wearable Design Principles (2019), Member, KPT
8. Affective 4D Mathematical Model Of Low Vision Learners (2019), **Leader**, KPT
9. Interaction Design Model For Learning In IR4.0: Hybridizing Signaling Principles And Nielsen's Design Guidelines (2019), Member, KPT
10. Image-Based Virtual Reality Stress Therapy Application (VREST): An Alternative Tool For Counseling Therapy (2018), Member, UNIVERSITI
11. CBT4Depression: Permainan Terapi (2018), **Leader**, UNIVERSITI
12. Aplikasi Himath : Peningkatan Kesedaran Terhadap Penguasaan Matematik Pelajar Sekolah Rendah (2018), Member, UNIVERSITI
13. Program Komuniti Pengukuran Kesedaran Ibu Mengandung Terhadap G6PD (glucose-6-phosphate dehydrogenase) (2017), Member, UNIVERSITI
14. Befriending Programming: a Multimedia Approach To Improve Students' Programming Skill In VB and C Language (2016), Member, UNIVERSITI
15. Nurturing Stem: Enhancing Learners Understanding Of Fraction Concepts Via Online Learning (2016), Member, UNIVERSITI
16. Persuasive Multimedia Model In Truancy Awareness (PMTA) for Secondary School Students (2015), **Leader**, UNIVERSITI
17. Model Konsep Reka Bentuk Koswer Berbantu Untuk Mahasiswa Tunakerna (AC4HI) (2015), **Leader**, UNIVERSITI
18. Conceptual Model Of Persuasive Multimedia Content (PMC) For Sosial Media Edvertising In Island Homestay (2015), **Leader**, UNIVERSITI
19. A Digital Persuasive Awareness Model For Truancy Issue (2014), **Leader**, KPT
20. Usability Strategies For Courseware In Nigeria Distance Learning: Structure, Layout And Navigation (2014), Member, UNIVERSITI
21. Membina Rujukan Piawaian Terhadap Ahlus Sunnah Wal Jamaah (ASWJ) Dan Penerapan Dalam Pembinaan Sahsiah Jati Diri. (2014), Member, KPT
22. Model Konsep Persembahan Multimedia Bersepadu Bagi Guru Di Malaysia (2013), **Leader**, UNIVERSITI
23. Needs Analysis Of First Year UUM CAS Multimedia Students Experience, Expectations And Its Implications For Curriculum Review And Development (2013), **Leader**, UNIVERSITI
24. Model Konsep Pengintegrasian Persembahan Multimedia (PPM) Bagi Guru Pelatih Institut Pendidikan Guru Malaysia (IPGM) (2012), **Leader**, KPT
25. Affective Literacy Framework For Rural Young Learners (ALFRYL). (2012), Member, UNIVERSITI
26. Online Persuasion Model Of Children's Road Safety Awareness In Malaysia (2012), Member, UNIVERSITI
27. Cultural Learning Through Developing Virtual Heritage (2012), Member, UNIVERSITI
28. Children-Centred Web-Based Exhibits Model To Facilitate Museum Learning Experiences (2012), Member,

UNIVERSITI

29. Literacy For Life: Creating Educational Tv Programmes Through The Affective Way (2012), Member, KPT
30. Assistive Courseware For Hearing-Impaired Students Based-On Multiple Intelligence: a Study At Higher Education Level (2012), Member, UNIVERSITI
31. Investigating The Effects Of Digital Persuader In Reducing Dental Anxiety Among Rural Children (2011), **Leader**, UNIVERSITI
32. Social Media As Persuasive Technology For Business: Trends And Perceived Impact In Malaysia (2011), Member, INDUSTRI
33. Creative M-Content Development For Mobile Content Markets (2006), Member, KPT
34. Comparing And Evaluating Different Types Of Readers For Children e-Book. (2005), **Leader**, KPT
35. E-Content Payment Methods: Process Flow Models And Technology Acceptance of Mpayment and Epurchase (2004), Member, KPT

JOURNAL PUBLICATION

Sobihatun Nur Binti Abdul Salam, Yap Hong Ying, Yap Hong Minn, Subashini A/P Annamalai, (2023). A Review Of Online Learning Impacts During Pandemic Covid-19 Among University Students. *International Journal Of Education, Psychology And Counselling* , 8(50), 678 - 689.

Azliza Binti Othman, Nassiriah Binti Shaari, Sobihatun Nur Binti Abdul Salam, (2023). A Review Of Game Elements In Developing Persuasive Game-Based Learning Model For Children'S Safety From Sexual Abuse. *Proceedings Of The International Conference On Communication And Media 2022 (I-Come 2022)*, 769, 443 - 453.

Jaffar A, Mohd-Sidik S, Foo CN, Admodisastro N, Abdul Salam SN, Ismail ND. Improving Pelvic Floor Muscle Training Adherence Among Pregnant Women: Validation Study. (2022). *JMIR Hum Factors* 2022;9(1):e30989, URL: <https://humanfactors.jmir.org/2022/1/e30989> , doi: 10.2196/30989 ,PMID: 35113025

Mazlan, U.H., Sarif, S.M., Abdul Salam, S.N., Faisal Mohamed, N.F., Ibrahim, M. (2022). Integration of Wearable, Persuasive, and Multimedia Design Principles in Enhancing Depression Awareness: A Conceptual Model. In: Spinsante, S., Silva, B., Goleva, R. (eds) *IoT Technologies for Health Care. HealthIoT. Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering*, vol 432. Springer, Cham. https://doi.org/10.1007/978-3-030-99197-5_4

Yahaya, N. S., Mutalib, A. A., & Abdul Salam, S. N. (2022). A Comparative Analysis on Cybersickness Reduction Guidelines in VR and IVR Applications for Children Road Safety Education. *International Journal of Interactive Mobile Technologies (IJIM)*, 16(05), pp. 33–48. <https://doi.org/10.3991/ijim.v16i05.26359>

Nassiriah Binti Shaari, Sobihatun Nur Binti Abdul Salam, Yong Yan Qi, Wilson Hew Wei Shun, Boo Li Wen, Ooi Gan Hong, (2022). Summative Evaluation Of Ezcomm: A Communication Board Mobile Application To Assist Communication Disabilities. *International Journal Of Law Government And Communication*, 7(30), 258 - 269.

Nadia Diyana Binti Mohd Muhaiyuddin, Ariffin Bin Abdul Mutalib, Sobihatun Nur Binti Abdul Salam, Norzaliza Binti Alis, (2022). Image-Based Virtual Reality Stress Therapy Application (Vrt-Stressnomore): An Alternative Tool For Self Therapy . *Journal Of Information System And Technology Management*, 7(29), 222 - 241.

Subashini A/P Annamalai, Azizah Binti Che Omar, Sobihatun Nur Binti Abdul Salam, (2022). Rory'S Mathematics Adventure'S (Romaad) Mobile Game-Based Learning Application: An Evaluation Of Usability. *International Journal Of Education, Psychology And Counseling*, 7(48), 575 - 585.

Subashini A/P Annamalai, Azizah Binti Che Omar, Sobihatun Nur Binti Abdul Salam, (2022). Review Of Computational Thinking Models In Various Learning Fields. *International Journal Of Education, Psychology And Counseling*, 7(48), 562 - 574.

Azliza Binti Othman, Sobihatun Nur Binti Abdul Salam, (2022). User Evaluation On Online Transportation Service App For Uum Students: Senangcar. *Journal Of Information System And Technology Management*, 7(29), 195 - 211.

Aeni Zuhana Binti Saidin, Sobihatun Nur Binti Abdul Salam, (2022). Ido: User Evaluation Of Online Fundraising Mobile Application. *Journal Of Information System And Technology Management*, 7(29), 186 - 194.

Nur Amira Abdul Mutalib, Sobihatun Nur Abdul Salam, Nurulnadwan Aziz .(2021). Investigation Towards the Needs of Affective Design Principles of Mathematics Mobile Application for Low Vision Learners, Central Asia and the Caucasus, 2021, 22(5), pp. 284–296.

NurFatin, Puteh, R, Saidin, A.Z., Sobihatun Nur, A.S. (2019). User Requirements Analysis and Persona for Mobile Application Guide for Infrequent Flyers (MAGIF). *International Journal of Recent Technology and Engineering* . 7(6S2), 178 - 184.

Yussalita, M.Y., Subashini, A., Sobihatun Nur, A.S. (2019). Hi-Math Mobile App: Effectiveness in Improving Arithmetic Skills of Primary School Students, *International Journal of Recent Technology and Engineering*. 7/6S2/67-71

Norhana, Y., Azizah, C.O., Salina, A., Sobihatun Nur, A.S. (2019). CBT4Depression: A Therapeutic Game. *International Journal of Recent Technology and Engineering*. 7/6S2/72-78

Mohamad Lutfi, D., Sobihatun Nur, A.S., Abdul Mutalib, A., Saiful, B.M.Y, (2018). Persuasive Multimedia in Truancy Awareness (PMTA): User Evaluation on "Kitakan Kawan". *Journal of Advanced Research in Dynamical and Control Systems*. 10(Special Issues), 1561 - 1568.

Mohamad Lutfi, D., Sobihatun Nur, A.S., Abdul Mutalib, (2018). Persuasive Multimedia in Truancy Awareness (PMTA): Integration of Persuasive Design Principles. *Journal Of Telecommunication, Electronic And Computer Engineering (JTEC)*. 10(1-11), 33 - 37.

Muhammad M, Sobihatun Nur, A.S., Shaari, N., (2018). Effectiveness of island homestay advertisement. *Indian Journal of Arts*. 79-84.

Sobihatun Nur, A.S., Abdul Mutalib, A., Harun, H., Yussalita, M.D., Subashini, A. (2018). Effects of Digital Persuader for Society in Reducing Children Dental Anxiety. *International Journal of Supply Chain Management*, 10/123, 1520-1525.

Sobihatun Nur, A.S., Aziz, A. Ramlan, M.R., (2018). Design and Development of Math Venture Game., *International Journal of Supply Chain Management*, 10/123, 1576-1582

Yusrita, M.Y. Sobihatun Nur, A.S., Abdul Mutalib, A., (2018). Glucose-6-Phosphate Dehydrogenase (G6PD) Deficiency Animated Interactive Documentary (AID): An Early Requirement Analysis. *Journal of Information System and Technology Management*.

Sobihatun Nur, A.S., Azliza, A. (2018). User Evaluation Of Be Careful Mosquito-Borne Viral Diseases Mobile Application. *Journal of Advanced Research in Dynamical and Control Systems*. 10, 1486-1492.

Mohamad Lutfi, D., Sobihatun Nur, A.S., Abdul Mutalib, A., (2017). Towards the development of Persuasive Multimedia Model of Truancy Awareness (PMTA): Review of research. *Journal of Engineering and Applied Sciences*. 12(16), 4215 - 4221.

Mohamad Lutfi, D., Sobihatun Nur, A.S., Abdul Mutalib, (2017). Persuasive Multimedia in Truancy Awareness (PMTA): Integration of Persuasive Design Principles, *Journal Of Telecommunication, Electronic And Computer Engineering (JTEC)*..

Subashini, A., Sobihatun Nur, A.S. (2017). Undergraduates' Interpretation on WhatsApp Smiley Emoji, *Jurnal Komunikasi Malaysia*, 33/4, 89-103

Subashini, A., Sobihatun Nur, A.S. (2017). Multimedia Approach towards Learning C Programming: A Discussion from Novice Learners' Perspective. *Journal Of Telecommunication, Electronic And Computer Engineering (JTEC)*.. 9, 2-12, 99-103.

Suriati, A.A., Sobihatun Nur, A.S., Abdul Mutalib, A., Salina, A. (2017). Investigating An Integrated Multimedia Presentation Conceptual Model In Pre-Service Teachers Education, *International Journal of Engineering and Technology*, 13, 1, 114-120.

Mohamad Lutfi, D., Sobihatun Nur, A.S., Abdul Mutalib, (2016). A Review on Persuasive Technology (PT) Strategy in Awareness Study. *Indian Journal of Science and Technology*. 9(34), 1 - 6.

Mohamad Lutfi, D., Sobihatun Nur, A.S., Abdul Mutalib,(2016). A Preliminary Study: The Availability of Multimedia Applications in Truancy Awareness, *International Journal of Interactive Digital Media*, 4,1,1-5.

Muhammad M, Sobihatun Nur, A.S., Shaari, N.,(2016). Embedding Persuasive Multimedia Content (PMC) into Social Media Advertising (SMA) in Persuading Social Media Users, *International Journal of Interactive Digital Media*. 4,1,24-27.

Suriati, A.A., Sobihatun Nur, A.S., Abdul Mutalib, A., Salina, A. (2016). Validating an integrated Multimedia Presentation Model Through Expert Reviews, 161-163.

Abdulrauf, Abdul Mutalib, A., Sobihatun Nur, A.S. (2016). Conceptual Design Model of Instructional Interfaces: Courseware for Inclusive Education System (IID4C) Distance Learning. *International Journal of Distance Education*, 14,1, 68- 82.

Suras, K., Norsiah, A.H, Sobihatun Nur, A.S. (2016). Guidelines of Educational Video Production for Malaysian Digital Natives. *International Journal of Innovative Research and Development*, 217- 226.

Abdul Mutalib, A., Abdulrauf , Sobihatun Nur, A.S. (2016). Instructional Design Principles For Developing A Courseware For Low Vision And Hearing Impairment . *E-Academia Journal*. 5(2), 123 - 132.

Muhammad M, Sobihatun Nur, A.S., Shaari, N.,(2016). Malaysia homestay industry on perspectives of roles, issues, challenges and advertising use: A preliminary study in Kedah homestay. *Indian Journal of Arts*. 6(17), 34 - 47.

Abdul Mutalib, A., Abdulrauf , Sobihatun Nur, A.S. (2016). Prototype Of Molecular Biology Courseware For Inclusive Education System: An Instructional Interface. *E-Academia Journal*. 5(2), 133 - 142.

Abdul Mutalib, A., Ahmad, M., Mahmuddin, M., Sobihatun Nur, A.S., Syarifah N (2015). A Concept Of Assistive Courseware For Hearing Impaired Learners. *ARPN Journal of Engineering and Applied Sciences* . 10(2), 728 - 739.

Abdul Mutalib, A., Abdulrauf , Sobihatun Nur, A.S. (2015). Designing Usability Strategies: Implications for Instructional Interface towards Courseware for Inclusive Education System (IES). *Research Journal of Applied Sciences, Engineering and Technology* . 11(7), 715 - 728.

Hassan, S., Shiratuddin, N., Sobihatun Nur, A.S. (2015). Social Media as Persuasive Technology for Business in Malaysia. *International Journal of e-Business Research*, 11,2, 18- 39.

Mohamad Lutfi, D., Abdul Mutalib, A., Sobihatun Nur, A.S. (2015). Persuasive Technology: A Systematic Review On The Role Of Computers In Awareness Study. *Jurnal Teknologi (Sciences & Engineering)* Vol 77 No 29 Cultivating Creative Communities . 77(29), 21 - 25.

Abdul Mutalib, A., Abdulrauf , Sobihatun Nur, A.S. (2014). Usability of Instructional Interface: Accessibility Strategies of Courseware Design for Distance Learning, Nigeria. *International Journal of Computer Applications* . 105(17), 32 - 35.

Hassan, S., Shiratuddin, N., Sobihatun Nur, A.S., Hashim, N.L., Sajat, S. (2013).Trends and Perceived Impact of Social Media for Business in Malaysia. *myConvergence*, 7, 1, 23-31.

INTELLECTUAL PROPERTY

14 Copyrights: 10 as Principal Investigator, 4 as Co-Investigator

OTHERS

Visiting Lecturer, Senior Fellow, Indexed Journal Editorial Member, Journal Reviewers, External Examiner for Academic Programme, External and Internal Examiners for Phd and MSc Thesis, Juries, Auditors, Invited Speakers, Guest Speaker, Conference Speakers.