

## CURRICULUM VITAE

### DR. ABDUL LATIFF AHMAD



#### **Deputy Director**

International Relations Centre (UKM Global)

Since Dec 2014

#### **Senior Lecturer**

School of Media & Communication Studies

Faculty of Social Sciences & Humanities

Since August 2004

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#### **Academic Qualification :**

BA(Hons) in Politics and International Relations (University of Kent, UK)-1998

Masters in Mass Communications. (UiTM, Shah Alam)-2004

PhD (Communication Studies) (The University of Queensland, Australia)-2013

#### **Academic related experience:**

Visiting Fellow Fulbright Programme (New York University)-2001

#### **Work Experience:**

Senior Lecturer. Universiti Kebangsaan Malaysia (2004 – Present)

Lecturer. Universiti Tun Abdul Razak (2001 – 2004)

Officer In Charge of Operations. HSBC Malaysia (1998-2001)

**Awards:**

- Community Service Award 2013 – Green Rose Program  
Best Paper Presentation Pitch 2014- Teaching & Learning Congress UKM 2014  
Anugerah Perkhidmatan Cemerlang, Jun 2015  
Best Non-Native English Conference Presentation Award, World Communication Association, Lisbon, Portugal  
Aug 2015  
3<sup>rd</sup> Place MOOC Design Competition UKM, 2016  
Bitara Award (Group Innovation) Faculty of Social Sciences and Humanities, UKM 2016

**Research Area :**

Intercultural Communications and New Media Technology

**List of Research :**

1. Research Strategy Towards the Development of Banking Info Portal – Bank Negara Malaysia Consultation Project – **Principal Researcher** -2015
2. The Powerful Pitch Project: Building a Breed of Creative and Confident Graduates (PTS-2014-084) – **Principal Researcher** -2014
3. Understanding The Africans: A Study On The Adaptation Experience Of African Students In Malaysia (GGPM-2013-110) – **Principal Researcher** – 2013
4. The Three Minutes Thesis Competition: Towards Enhancing Confidence and Professionalism Among UKM Postgraduate Students (PTS-2013-044) – **Principal Researcher** – 2013
5. Komunikasi Antara Budaya, Penggunaan Produksi Temuramah dan Blog Pembelajaran (PTS-2012-108) – **Principal Researcher** – 2012
6. The Reconstruction of the W-Curve Model in Intercultural Communication (FRGS/1/2011/SS/UKM/03/5) – **Principal Researcher** – 2011
7. The Blog Phenomenon: Empowering Identities and Culturally Constructing Virtual Communities (SK/20/2007/GDK)- **Principal Researcher** -2007
8. Exploring Cultural Materialism Approach in Archival Film Research (ERGS/1/2013/SS09/UKM/02/1) – Co-Researcher -2013
9. Pengujian Teori Kebergantungan Media Terhadap Khalayak Dalam Konteks Berita Konflik Di Asia Barat (FRGS/1/2012/SS09/UKM/02/2) – Co-Researcher -2012
10. The Construction of Cultural Dimension for the Health Belief Model (FRGS/1/2012/SS09/UKM/03/1) – Co-Researcher-2012
11. The Green Rose Programme for Primary Schools: A Collaboration between UKM and Pintar Foundation Ahli – (KOMUNITI-2011-003) Co-Researcher-2012
12. Projek Sekolah Hijau Green ROSE UKM-Pintar Geran Galakan Penyelidikan Universiti (KOMUNITI-2012-027) – Co-Researcher-2012
13. Projek Green Rose (PHUM-2013-001) – Co-Researcher- 2013

14. Promoting Intercultural Communication Through Intercultural Sensitivity Camps (PTS-2012-036)- Co-Researcher 2012
15. Promoting Innovative Mind via Global Advertising (PTS-2012-106)- Co-Researcher 2012

#### List of Publications:

1. Abdul Latiff Ahmad, Mohd Nazri Mohd Noh, Emma Mirza Wati Mohamad, Rusyda Helma Mohd, Ali Salman, Latiffah Pawanteh 2015, Non-ISI, ***Eksplorasi adaptasi antarabudaya pelajar Melayu di Australia dan United Kingdom Exploration of Intercultural Adaptation*** , Jurnal Komunikasi - Malaysian Journal of Communication
2. Abdul Latiff Ahmad, Emma Mirza Wati, Rusyda Helma Mohd, Latiffah Pawanteh and Ali Salman , 2014, ***Adaptation and New Media Technology: A study on Malaysian students in Australia and United Kingdom***, Malaysian Journal of Communication, 30(1):195-206
3. Abdul Latiff Ahmad, Nur Zalila Md Zamri, Ali Salman, Emma Mirza Wati Mohamed, Hasrul Hashim, , 2014, Non-ISI, ***Isu-isu dan masalah adaptasi antarabudaya dalam kalangan pelajar Malaysia di United Kingdom dan Australia (Issues and intercultural adaptation problems among Malaysian students in United Kingdom and Australia)***, E-Bangi: Journal of Social Sciences and Humanities , 162-171
4. Abdul Latiff Ahmad, Michael Bromley and John Cokley, 2013, ***The social reality of blogging and empowerment among Malaysian bloggers***, Journal of Asia Pacific Communication, 23:2 211-222
5. Abdul Latiff Ahmad, Samsudin A. Rahim, Latiffah Pawanteh, Fauziah Ahmad, , 2012, Non-ISI, ***The Understanding of Environmental Citizenship among Malaysian Youths: A Study on Perception and Participation*** , ASIAN SOCIAL SCIENCE , 8(5):85-92
6. Abdul Latiff Ahmad, , 2011, Non-ISI, ***The Social Reality Of Malaysian Blogosphere , International Journal Of Arts And Sciences*** , 4(3):239-252 ,
7. Abdul Latiff Ahmad, Emma Mirza Wati Mohamad , Badrul Redzuan Abu Hassan , Latiffah Pawanteh, Fauziah Ahmad, Jamaludin Aziz, , 2011, Non-ISI, ***Regulating blogs in malaysia*** , The Innovation Journal: The Public Sector Innovation Journal , Vol. 16(3), 1-17 (Art 12)
8. Kho Suet Nie, Chang Peng Kee, Abdul Latiff Ahmad and Rudiger Korff, , 2015, Non-ISI, ***Mediatization of politics in developing nation: an analysis of youtube political reporting in Malaysia*** , e-Bangi : Journal of Social Sciences and Humanities , 274-285 ,
9. Sabariah Mohamed Salleh, Emma Mohamad, Abdul Latiff Ahmad & Nazra Aliff Nazri, , 2015, Non-ISI, ***Iklan Tahun Baru Cina petronas: suatu analisis terhadap pemaparan identiti budaya kaum Cina*** , Jurnal Komunikasi - Malaysian Journal of Communication ,
10. Emma Mohamad, Nur Afiqah Mohd Haniff, Sabariah Mohamed Salleh, Abdul Latiff Ahmad, Hasrul Hashim, 2015, Non-ISI, ***Media dan literasi kesihatan: pemilihan susu tumbesaran kanak-kanak dalam kalangan ibu*** , Jurnal Komunikasi - Malaysian Journal of Communication
11. Fauziah Ahmad, Dafrizal Samsudin, Chang Peng Kee, Abdul Latiff Ahmad, Badrul Redzuan A.H., Normah Mustaffa, Mohd Yusoff Abdullah, , 2015, Non-ISI, ***Social media and the Arab spring:***

- dissemination of information among Malaysians** , Journal of Asia Pacific Communication , 220-230 , Laman Sesawang , Disember 2015.
12. Emma Mohamad, Mohd Rezal Hamzah, Sabariah Mohamed Salleh and Abdul Latiff Ahmad, , 2015, Non-ISI, **Diabetes knowledge in health communication research: Are we measuring the right knowledge?** , Journal of Asian Pacific Communication , 191-207 , Laman Sesawang , <https://beta.benjamins.com/#catalog/journals/japc.25.2/toc>.
  13. Muhammad Hakimi Tew Abdullah, Abdul Latiff Ahmad dan Chang Peng Kee, , 2014, Non-ISI, **Blog as a medium of expression towards democratic culture in Malaysia** , ICSSR e-Journal of Social Science Research , 10-18 ,
  14. Ali Salman, Mohd Azul Mohamed Salleh, Mohd Yusof Hj. Abdullah, Normah Mustaffa, Abdul Latiff Ahmad, Chang Peng Kee, Suhana Saad, , 2014, Non-ISI, **ICT acceptance among Malaysian urbanites: A study on additional variables in user acceptance of the new media** , Geografia: Malaysian Journal of Society and Space , 86-96 ,
  15. Ali Salman, Mohd Yusof Hj. Abdullah, Jamaluddin Aziz, Abdul Latiff Ahmad, Chang Peng Kee, 2014, **Remodelling Technology Acceptance Model (TAM) in Explaining User Acceptance Towards Information and Communication Technology**, International Journal of Arts and Sciences ,Vol.7(1) 159-171
  16. Mohd. Nor Shahizan Ali, Latiffah Pawanteh, Normah Mustaffa, Hasrul Hashim & Abdul Latiff Ahmad, , 2013, Non-ISI, **New Audience Message Absorption via Audio Visual Technology** , Asian Social Science , 9(8):107-115
  17. Fauziah Ahmad, Ali Salman, Samsudin A. Rahim, Latiffah Pawanteh and Abdul Latiff Ahmad, 2013, **Interethnic Tolerance Among Multiethnic Youth: Accomodating Differences in the Construction of Social Citizenship**, Journal of Asia Pacific Communication 23:2 275-290
  18. Emma Mohamad, Abdul Latiff Ahmad, Samsudin A. Rahim, Latiffah Pawanteh, , 2013, Non-ISI, **Understanding Religion and Social Expectations in Contemporary Muslim Society When Promoting Breastfeeding** , Asian Social Science , 9(10):264-273
  19. Ali Salman, Mohd Yusof Abdullah, Jamaluddin Aziz, Abdul Latiff Ahmad and Chang Peng Kee, 2013, **Utilising Information and Communication Technologies (ICT) for development**, Journal of Asia Pacific Communication 23:2 239-251
  20. Fauziah Ahmad, Samsudin A. Rahim, Latiffah Pawanteh, Abdul Latif Ahmad, Mohd Fairul Hisham Zainal & Nur Roziyana Ahmat @ Osman, , 2012, Non-ISI, **Social Citizenship: Rights, Participation and Responsibilities of Young People** , Asian Social Science , 8(5):132-140
  21. H.M.Rusyda, Z.M.Lukman, N.Subhi, Sheau Tsuey Chong, A.Abdul Latiff, H.Hasrul & W.M.Wan Amizah, 2011, Non-ISI, **Coping with difficulties:social inequality and stigmatization on single mothers with low income household** , Pertanika Journal of Social Science and Humanities , 19(S):147-155
  22. Fauziah Ahmad, Normah Mustaffa, Samsudin A. Rahim, Fuziah Kartini Hassan Basri, Abdul Latiff Ahmad, and Jamaluddin Aziz, , 2011, Non-ISI, **Confronting Environmental Risk via Communication** , The Innovation Journal, Canada , Volume 16 Issue 3, 2011 ,

23. Jamaluddin Aziz, Arina Anis Azlan, Abdul Latiff Ahmad, , 2011, Non-ISI, ***Characterisation and Leitmotif: Archetypal Imageries in Malaysian Festival TV Advertisements*** , Jurnal Komunikasi (Malaysian Journal of Communication) , 27(2):47-58
24. Fuziah Kartini Hassan Basri, Abdul Latiff Ahmad, Emma Mirza Wati Mohamad, Arina Anis Azlan Hasrul Hashim, , 2011, Non-ISI, ***The Survival of Malaysia National Television*** , The Innovation Journal: The Public Sector Innovation Journal , 16(3): (3) 1-13
25. Latiffah Pawanteh, Abdul Latiff Ahmad, Hasrul Hashim & Mohd. Nor Shahizan Ali , 2012 , ***Panduan Manual Latihan Program Sekolah Hijau , Video Mari Selamatkan Bumi Kita , 13-14 (bab)*** , Universiti Kebangsaan Malaysia ,
26. Hazita Azman. Sh. Mastura Syed Abdullah, Mastura Mahmud, Maimon Abdullah, Abd. Hair Awang, Khatijah Hussin, Siti Hamin Stapa, Jamilah Mustafa, Latiffah Pawanteh, Azima Abd Manaf, Suhana Saad...et. al., 2012, ***Program sekolah hijau-Green ROSE : panduan manual latihan***, Pengarang
27. En. Hasrul Hashim, En Abd Latiff Ahmad, En. Mohd Nor Shahizan Ali , 2012 , ***video mari selamatkan bumi kita*** , Cakera Padat , Cakera Padat
28. Poster , Mohd. Nor Shahizan Ali, Hasrul Hashim, Latiffah Pawanteh, Abdul Latiff Ahmad, Normah Mustafa , 2012 , Pertandingan poster penyelidikan FSSK 2012 , Pusat Pengajian Media dan Komunikasi, UKM , UKM, Bangi, Selangor .
29. A.Hazita, A.Buang, S.A. Sharifah Mastura, M.Jamilah, A. Maimon, A. Abdul Hair, M.Mahmud, S.Siti Hamin, R.Vengadasamy, H.Khatijah, A. Mohd Yusof, S.Suhana, A.M.Azima, A.R. Mohd Helmi [and (six) others] , 2015 , From Environmental Vulnerability to Resilience The Malaysian Experience , A Nipping Vulnerability in the Bud: Environmental Literacy of Malaysian Children and the Imperative of the Green ROSE project , Chapter 9 :210-218 , 9789670899046 , Kampus Gong Badak, Kuala Terengganu , Salinan Keras (Kertas)

## Production

- 2016
- Tips Pitching !  
<https://www.youtube.com/watch?v=W-7vMtjVIL8>
- Introduction to FSSK!  
<https://www.youtube.com/watch?v=dJOTZrteXL4>
- UKM: 8th Global Student Mobility Partnership Program  
<https://www.youtube.com/watch?v=bxHJcgoVbBY>
- UKM GLOBAL: Outbound Mobility Program  
<https://www.youtube.com/watch?v=1vrKhr2j34U>
- UKM GLOBAL : AUAP- Global Leadership Program  
<https://www.youtube.com/watch?v=9-cwTNI11FU>
- ESAH Episode 4: Cultural Adaptation (Part 1):  
<https://www.youtube.com/watch?v=clyzN6PGwSs>
- ESAH Episode 5: Cultural Adaptation (Part 2):  
<https://www.youtube.com/watch?v=BgEGlugF8vA>
- 2015
- Onboarding Video FSSK (Hey FSSK)  
<https://www.youtube.com/watch?v=7jvRrewSf5E>
- Video Ikon FSSK  
<https://www.youtube.com/watch?v=Yf073ewoSDA>
- Pitching Video  
<https://www.youtube.com/watch?v=ncyN8kwnHyw>
- UKM Global : International Students  
<https://www.youtube.com/watch?v=accrRb1ICJQ>
- ESAH Episode 1: Interview Technique  
[https://www.youtube.com/watch?v=l1Qy-5\\_m\\_oA](https://www.youtube.com/watch?v=l1Qy-5_m_oA)
- ESAH Episode 2: Misteri Kampung Pisang  
<https://www.youtube.com/watch?v=umlZ6gCGPg0>
- ESAH Episode 3: Ontology Vs Epistemology  
<https://www.youtube.com/watch?v=UklvB3IMit0>

## Courses Taught:

Intercultural Communication (Postgraduate and Undergraduate), Global Media, Media Entrepreneurship, Radio Midas, Nadi Bangi –University Newspaper and Editorial Writing

## List of Participation in Conferences

- 2005 *Is National TV a Dying Product in the Age of Global Media?* MENTION2005 Conference. October 2005, Marriott Hotel, Putrajaya, Malaysia (Paper Presenter/ Author)

- 2006 **Regulating Blogs in Malaysia.** 15th AMIC Annual Conference “Media in Asia: Aspirations, Choices and Realities” 17-20 July 2006, Equatorial Hotel, Penang, Malaysia (Author)
- 2009 **The Malaysian Blog Phenomenon: Empowering Identities and Culturally Constructing Virtual Communities.** 7th Biennial PACA Conference “Communication Across Cultures” 10-12 January 2009, Universiti Putra Malaysia (Paper Presenter/Author)
- 2009 **The Exploration of Identity, Content, Interactivity and Empowerment within the Malaysian Blogosphere.** ANZCA 2009: Communication, Creativity and Global Citizenship. 8-10 July 2009. Queensland University of Technology, Brisbane, Australia. (Paper Presenter/Author)
- 2010 **The Social Reality of the Malaysian Blogosphere.** International Journal of Arts and Sciences Conference. 22-25 November 2010. University of Washington Rome Centre, Italy. (Paper Presenter/ Author)
- 2011 **Environmental Citizenship and the Malaysian Youth: An Exploration of Awareness, Understanding, Perception and Participation.** MENTION2011 Conference: Communication and Transformation: Progress and Paradox. 11-12 October 2011. Equatorial, Bangi. (Paper Presenter/Author)
- 2012 **The Application of Media and Technology in Understanding Intercultural Communication.** Kongres Pengajaran dan Pembelajaran UKM .Inspiring Futures, Nurturing Possibilities. 15-18 Dec 2012. Awana, Genting Highlands. (Paper Presenter/ Author)
- 2013 **Intercultural adaptation in the age of new media technologies: A study on Malaysian students overseas.** 11th Annual Conference on Communication and Mass Media organised by Athens Institute for Education and Research. St. George Lycabettus, Athens, Greece. 13-16 May 2013. (Paper Presenter/Author)
- 2013 **The Malaysian Muslim students experience within an international higher education environment.** MENTION2013 Conference: Media and Communication Transformation: Synergizing Communities, Government and Industries. 26 Nov 2013. Universiti Kebangsaan Malaysia.(Paper Presenter/ Author)
- 2014 **3 Minute Thesis Competition: Building Confidence Among Postgraduate Students.** Kongres Pengajaran dan Pembelajaran UKM .Inspiring Futures, Nurturing Possibilities.23-25 Feb 2014. Hotel Sama-Sama Sepang. (Paper Presenter / Author / Winner of Best Paper and Best Pitching)
- 2015 **The Social, Cultural and Academic Adaptation of Nigerian Students in Malaysia.** World Communication Association. University of Lisbon. Portugal. (Paper Presenter/ Author/ Winner of Best Non-Native English Conference Presentation Award)
- 2015 **Eksplorasi Adaptasi Antarabudaya Pelajar Melayu di Australia dan United Kingdom.** Persidangan Mention2015. Universiti Kebangsaan Malaysia. (Paper Presenter / Author)

**Supervision:**

Currently the principal supervisor of four PhD student ,co-supervising two PhD students and two Master students on areas related to intercultural communication, environmental communication and new media. Have supervised more than 15 undergraduate students and also 6 Master by Coursework thesis students. Two of my students have been conferred with Doctor of Philosophy.