

CURRICULUM VITAE:

Professor Dr. Jamilah Hj. Ahmad, *APR, FIPR*



CURRENT:

Name: Jamilah Hj. Ahmad, PhD
Designation: Professor
School of Communication,
Universiti Sains Malaysia (USM)
11800 Minden, Pulau Pinang
MALAYSIA
Tel. No. (+604) 653 3320
Fax No. (+604) 653 5091
E-mail: jahmad@usm.my
Website: communication.usm.my

RESEARCH INTEREST:

Public Relations, Corporate Social Responsibility (CSR), Community Relations & Communication, Corporate Communication, Communication & Media Studies, Environmental Communication, e-Learning, New Media Technology

QUALIFICATIONS:

Doctor of Philosophy (PhD)
School of Communication and Creative Arts
Deakin University, Melbourne Campus
AUSTRALIA (2005)

MSc Public Relations (MSc)
Business School
Manchester Metropolitan University
Manchester, UNITED KINGDOM (1996)

Bachelor of Mass Communication (Public Relations)
Universiti Teknologi MARA (UiTM)
Shah Alam, Selangor. MALAYSIA (1993)

Professional Diploma in Corporate Social Responsibility
Academy of Responsible Management (2010)

Certificate in Community Relations and Communication
Public Relations Institute of South Africa (PRISA)
South Africa, AFRICA (2007)

SERVICES TO PROFESSIONAL ORGANIZATIONS:

- Ahli Senat USM 2017-2020
- Senior Research Fellow Centre for Mobile Studies, Xiamen University Malaysia since 2016
- Institute of Public Relations Opt. Council Member 2015-2017
- Committee Member of IPRM Education Chapter since January 2015
- Panel for Malaysian Qualifications Agency (MQA) May 2015- May 2018
- Panel for Malaysian Qualifications Agency (MQA) May 2012- May 2015
- Advisory Panel for Malaysian Qualifications Agency (MQA) 2009-2011
- Advisory Panel for Malaysian Qualifications Agency (MQA) 2008
- MQA Panel (Evaluator, 2016) Kolej Universiti Komunikasi Han Chiang. Pulau Pinang. Bachelor of Public Relations, Entertainment and Event Management (Hons) (MQA/PA 8798)
- MQA Panel (Evaluator, 2016) Kolej Universiti Tunku Abdul Rahman Pulau Pinang. Bachelor of Public Relations (Honours)' (MQA/FA 4094)
- Visiting Professor at Economics and Business Administrative Faculty, Yildiz University Istanbul. Turkey (December 2011 – December 2013)
- Vice-chair Institute of Public Relations Malaysia (IPRM) Northern Chapter since January 2010
- Accreditation Committee Board of IPRM 2011/2012
- Advisor to IPRM Students Association – USM Chapter since April 2010
- Visiting Professor at Department of Communication, Faculty of Social and Political Science, Universiti Gadjah Mada, Yogyakarta. Indonesia (September-November 2009)
- IPRM Education Chapter Committee Member since 2015
- Council Member of the Institute Public Relations Malaysia (IPRM) - Education and Training Division 2005/2007
- Pro-tem Committee of the Institute of Public Relations Malaysia (IPRM) Northern Region Chapter – Education and Research 2006/2007
- BBraun Malaysia - Research Consultant for Prime Minister's CSR Award application 2009
- MQA Panel (Evaluator, 2014) Kolej Universiti Tunku Abdul Rahman Pulau Pinang. Bachelor of Public Relations (Honours)' (MQA/FA 4094)
- MQA Panel (Evaluator, 2014) Kolej Teknologi Timur. BA (Hons) Public Relations and Media 3+0 in Collaboration with Queen Margaret University, Scotland (MQA/PA 4845)
- MQA Panel (Evaluator, 2013) Management and Science University (MSU). Bachelor of Management (Public Relations and Entertainment) (Hons)' (A8433)
- MQA Panel (Evaluator, 2011) Kolej Shahputra Kuantan. Diploma in Mass Communication (MQA/PA 0619)
- MQA Panel (Evaluator, 2010) INTI College Subang Jaya. Bachelor of Commerce (Public Relations) (MQA/PA 0171)
- MQA Panel (Evaluator, 2010) Taylors University College. Bachelor of Mass Communication (Hons) Public Relations (MQA/PA 0119)
- MQA Panel (Evaluator, 2010) Monash University, Sunway Campus. Master in Communication and Media Studies
- MQA Panel (Evaluator, 2010) Limkokwing University of Creative Technology. Master in Communication Program
- MQA Panel (Evaluator, 2010) Universiti Tuanku Abdul Rahman (UTAR) Perak Campus. Bachelor of Communication (Hons) Public Relations. Bachelor of Communication (Hons) Journalism
- MQA Panel (Evaluator, 2009) Kolej Universiti Islam Antarbangsa (KUIS), for Program Pengajian Ijazah Sarjana Muda Al-Quran dan Al-Sunnah dengan Komunikasi (Kepujian)
- MQA Panel (Evaluator, 2009) Kuala Lumpur Metropolitan Univeristy College (KLMUC) Diploma in Public Relations
- MQA Panel (Evaluator, 2009) SEGI University College (Kota Damansara) Diploma in Advertising Design
- MQA Panel (Evaluator, 2008) College Tuanku Abdul Rahman (KTAR) Diploma and Advance Diploma, Mass Communication Program
- Examiner, Diploma and Advance Diploma Program offered by Institute Public Relations Malaysia 1998-2000
- Panel Penilai Jawatankuasa Ad Hoc Jabatan Perkhidmatan Awam bagi Penilaian Dokumen Program Diploma Komunikasi Massa (Perhubungan Awam) dan Diploma Lanjutan Komunikasi Massa. Kolej Universiti Tunku Abdul Rahman. 2006.

PREVIOUS EXPERIENCE:

Professor. Since April 2016
School of Communication, Universiti Sains Malaysia (USM)

Dean: School of Communication: 1st January 2013 – 31st December 2015
Universiti Sains Malaysia (USM)

Acting Dean: School of Communication: 1st January – 31st December 2012
Universiti Sains Malaysia (USM)

Associate Professor. Since August 2011
School of Communication, Universiti Sains Malaysia (USM)

Deputy Dean: Industry and Community Network: Since 2010- 2011
School of Communication, Universiti Sains Malaysia (USM)

Senior Lecturer: Since May 2008
School of Communication, Universiti Sains Malaysia (USM)

Chairperson, Industry and Community Network: Nov 2007-2010
School of Communication, Universiti Sains Malaysia (USM)

Lecturer: Since May 2005
School of Communication, Universiti Sains Malaysia (USM)

Head of Public Relations: 2000 - 2002
Department of Public Relations
Faculty of Communication and Media Studies
Universiti Teknologi MARA (UiTM), Shah Alam, Selangor

Lecturer: December 1996 - 2001
Department of Public Relations
Universiti Teknologi MARA (UiTM), Shah Alam, Selangor

Public Relations Manager: 1996 – 1997
Channel 10 Medan Damansara, Kuala Lumpur

Public Relations Trainee: 1995
Hill and Knowlton, Manchester, United Kingdom

Head of Public Relation/Project Coordinator: 1989-1994
Japan International Cooperation Agency (JICA)
Prime Minister's Department, Kuala Lumpur

RESEARCH EXPERIENCE:

1. June 2017-June 2018
Penggunaan Media Sosial Dalam Membantu Pihak Berwajib Menangani Isu Penyalahgunaan Dadah Dalam Kalangan Belia Di Malaysia (Geran Luar: Agensi Anti Dadah Kebangsaan (AADK RM70,000.00)
2. 20 April 2017- December 2017
Identiti Nasional Belia Malaysia ke arah 2050 : Penerapan dan Pemeraksanaan Nilai Murni dalam Kalangan Belia Menuju Mentaliti Kelas Pertama (Geran Luar: Institut Penyelidikan Pembangunan Malaysia (IYRES RM30,000.00)
3. 22 February 2017–February 2018
Branding Corporate Social Responsibility (CSR): A Case Study on Telecommunication Companies in Malaysia. (Short-Term USM - 29,832.85)
4. 1 March 2016 – 28 February 2018
Can Crisis Communication Benefit From Social Media Empowerment? A Comparative Study of The Portrait of the MH370 Incidents by the Social Media in Malaysia and China (Short-term USM – RM 20,694.55 Co-researcher)
5. Januari 2016 – February 2017
Transnational Research On CSR Preferences Of Young Job-Seekers In Different Cultures. School of Economics and Law and the Beuth University of Applied Sciences Berlin.
6. 1 December 2015 – 30 November 2017
Komunikasi Krisis: Memahami Amalan Perkongsian Maklumat Menerusi Media Sosial Di Kalangan Belia Sewaktu Bencana Alam (Short Term USM - RM31,588.40 Co-researcher)
7. 1 September 2014 – 31 August 2016
Penggunaan Media Sosial Dalam Membantu Pihak Berwajib Menangani Isu Jenayah di Malaysia. (RU Top-Down - RM49,950.00)
8. December 2014 – December 2016
Employees As CSR Ambassadors: The Role Of Skepticism. Bournemouth University. UK; Bucharest University of Economic Studies. Romania & Kocaeli University. Turkey.
9. 12 March 2015 – 31 December 2015
Projek Komunikasi@USM-Huawei 2015 (Huawei - RM30,000)
10. September 2014 – 31 July 2015
Memperkasa Amalan 'Budi Bahasa Budaya Kita' Dalam Kalangan Gen Y Melalui Penggunaan Media Sosial (Institut Penyelidikan Pembangunan Malaysia (IYRES RM27,000.00)
11. 13 March 2014 – 31 December 2014
ADWAVE USM – IWK 2014. Research on Sustainable Environment (RM64,100.00)
12. 15 November 2013 – 14 November 2015
Developing Media Reporting Index for Corporate Social Responsibility (CSR) Reporting in Malaysia (RM40,000.00)
13. April 2013 – March 2017
Research and Development for Reaching Reducing Geo-hazard Damage in Malaysia Caused by Landslide and Flood (FRGS – Co-

- researcher RM5,272.000.00)
14. January 2012- January 2015
'Kuasa Korporat dan Tanggungjawab Sosial Korporat (CSR) Dalam Membentuk Kesepaduan Sosial' Corporate Power and CSR in Building Social Integrity (LRGS UKM – Co-researcher RM150,000.00)
 15. October 2011- October 2016
Science and Technology Research for Sustainable Development (Research And Development For Reducing Geo-Hazard Damage In Malaysia Caused By Landslide & Flood – Early Warning System and Development Group 5 (JICA & JST Grant – RM15 Juta)
 16. August 2012 – January 2013
A National Survey of The Image of USM Measuring Its Personality, Prestige and Reputation (RU Grant RM 28,000.00 – Sub Group Leader)
 17. February 2011 – January 2013
The Universities Directions on CSR: An Analysis (USM Short-term Grant - Principal Investigator RM25,000)
 18. July 2010 – June 2013
Motorola Lean Transformation. (USM-Motorola International Research Grant - Co-researcher RM150,000.00)
 19. August 2010 – August 2012
Effectiveness of Mobile Learning Via Pocket Education (RU Grant – Co-researcher RM700,000.00)
 20. January 2010 – December 2010
Corporate Social Responsibility Environmental Awareness Seminar (BJIM Grant – RM20,000.00)
 21. January 2010 – December 2010
Motivating Society Towards Waste Reduction and Recycling Project (BJIM Grant – RM10,000.00)
 22. January 2009 – December 2009
Bengkel Kesedaran Kepentingan Hutan Paya Laut Dari Spesis Bakau (BJIM Grant – RM14,000.00)
 23. June 2008 – May 2010
Corporate Social Responsibility (CSR) in Malaysia: Practices and Perceptions (USM Short-term Grant - Principal Investigator RM35,280.00)
 24. January 2008 – December 2008
Kick-off Green Generation Campaign (BJIM Grant – RM18,000.00)
 25. January 2008 – December 2008
Program Pemantapan Komunikasi dan Media (BJIM Grant – RM16,710.00)
 26. October 2007 – Sept. 2010
Landslide risk assessment model, mitigation and information management - ICT management in landslide hazard – Landslide management information dissemination and policy (Research University Grant – Co-researcher RM1Million).
 27. October 2007- March 2010
A longitudinal experimental study on the development of intercultural and intracultural relationships in computer-mediated communication (FRGS RM60,000.00 – Co Researcher)
 28. October 2007- June 2010
'Pemahaman Awam dan Pembinaan Makna

	Audiens Media Malaysia Terhadap Isu Alam Sekitar”(Research University Grant - Principal Investigator RM237,571.68)
29. May 2006 – May 2007	Health Communication Campaigns: A Comparison Analysis of Experiences and Outcomes (USM Short Term – Co-researcher RM20,000.00)
30. April 2006 – April 2007	Teaching Public Relations in the Information Age Malaysia Perceptions and View of Americans in the Aftermath of September 11, 2001 (POSCO-Korea Grant USD10,000.00 – Co-researcher)
31. November 2005 – 2007	Evaluation of Promotional Activities of Tourism Malaysia Appointed Public Relations Agency in the People’s Republic of China (Tourism Malaysia Grant RM40,000.00 – Co-researcher)
32. November 2005 – 2006	Perception of Malaysia Among Transient Tourists: A Study in Four Countries – Singapore, Indonesia, Thailand and Hong Kong (Tourism Malaysia Grant RM63,000.00 Co-Researcher)
33. October 2004 – October 2005	A Comparison of Australian and Malaysian Views on the Use of Biometric Devices in Everyday Situations (Deakin University. Australia Grant)
34. January 2002 - April 2003	Undergraduate Public Relations Education in Malaysia: A Case Study (USM Grant)
35. June 1995 - June 1996	Professionalism of Public Relations in Malaysia (Manchester Metropolitan University. UK Grant)

REVIEWER/EDITORIAL OF MANUSCRIPTS:

- Editorial Board, Public Relations Inquiry Journal (PRI) by Sage since 2011
- Editorial Advisory Board/Reviewer, Social Responsibility Journal (SRJ) by Emerald since 2009
- Editorial Advisor, Asia Pacific Public Relations Review (APPRJ) since 2006
- Editorial Board, Jurnal Komunikasi Borneo since 2014
- Reviewer, Journal of Applied Research in Higher Education (JARHE) since 2011
- Editor in Chief, GFTF Journal of Media and Communication (JMC) since 2012
- Manuscript Reviewer, Journal of Business and Social Development (JBSD) 2016, 2017
- Technical Committee for 3rd International Conference on Literature and Linguistics (ICOLL 2017) Hong Kong. September 23-25, 2017.
- Scientific Committee for The 5th International Conference on Social Responsibility, Ethics and Sustainable Business.. Bocconi University. Milan. Italy (2016)
- Member of International Reviewer Board - InSITE (Informing Science and IT Education), Macon, Georgia, USA. 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016
- Reviewer, Conference Paper. Centre for Research & Development, Taylor’s University, 2014
- Editor Communication and Environment: Sustainability and Risks. ISBN 978-983-861-555-6
- Editor/Reviewer, Journal of Mass Communication (ISSN 2160-6579) 2012
- Editorial Board, Journal of Communication and Media Studies (JCMS) 2011, 2012
- Editorial Board, International Journal of Communication and Media Studies (IJCMS) 2011,2012
- Editorial Board, Journal of Business Management and Research (JBMR) 2011,2012
- Editorial Board, International Journal of Business Management & Research (IJBMR) 2011, 2012
- Reviewer, Environmental Education Research Journal 2009, 2011
<http://www.informaworld.com/EER>

- Reviewer, International Symposium on Peer Reviewing (ISPR2010)
- Scientific reviewer, International Conference on Organisational Governance Crises: Causes, Effects and Solutions. De Montfort University. United Kingdom 15th September -16th September 2011 DeMontfort Uni
- Reviewer, International Conference on Knowledge Generation, Communication and Management (KGCM) 2009; 2010
- Reviewer, Transformations In Teaching Committee 2009; 2010
- Reviewer, Jurnal Pendidikan Malaysia (Malaysian Journal of Education). Universiti Kebangsaan Malaysia 2009;2010
- Reviewer & Co-editor, International Conference on Communication and Environment (ICCE 2009) School of Communication. USM
- Reviewer, Scientific Committee for National Symposium on Tourism Research 2009, 2010, 2011 USM
- Scientific reviewer, <http://penangfolklore2010.blo/gspot.com>
- Reviewer, Manuscript Corporate Communication: A Practical Approach for McGraw-Hill (Malaysia) Sdn. Bhd. May 2008
- Editor, Newsbytes, Institute Public Relations Malaysia (IPRM) 2007.

PUBLICATION:

1. Habibah Lateh, Jamilah Ahmad and, Nur Afiqah Mohamad (in print) The Prevalence of Post-Traumatic Stress Disorder Among Landslide Victims, Journal of Psychology & Clinical Psychiatry (ISI).
2. Jamilah Ahmad & Suriati Saad (2017) Positioning of Corporate Social Responsibility in Media Reporting: The Role of Media Setting. Corporate Behavior and Sustainability: Doing Well by Being Good. By Gower Publishing Ltd. ISBN 978-1-4724-5769-1 (page 121-137)
3. Shahidul Haque and Jamilah Ahmad (2017) Ethics In Public Relations And Responsible Advocacy Theory, Malaysian Journal Of Communication, 33(1) Page 147-157
4. Nur Nasliza Nasir and Jamilah Ahmad (2017) Pengaplikasian Etika Kerja Islam Oleh Pengamal Perhubungan Awam: Kajian Kes ke atas Organisasi Berteraskan Islam di Pulau Pinang., in (Komunikasi Islam: Teori dan Aplikasi), Penerbit USIM Page 85-97
5. Jamilah Ahmad, Nurzali Ismail & Nur Nasliza Nasir (2017) Belia dan Isu Jenayah Masa Kini di Malaysia. Malaysian Journal of Youth Studies. Institute for Youth Research Malaysia (IYERS). Vol 16. (June) ISSN 2180-1649 (page 49-70)
6. Wang Changsong, Jamilah Ahmad and Zhang Jinsheng (2017) A Comparative Study of Social Media Perception in Malaysia and China. Chinese Journal of Journalism & Communication (has been reviewed and accepted for publication) American Scientific Publishers Advanced Science Letters. Vol. 23 (Pg. 3092–3096).
7. Mohamad Hafifi, Nurzali Ismail, Jamilah Ahmad and Darshan Singh (2017) Kempen Kesedaran Kesihatan Awam: Satu Tinjauan Literatur Dari Sudut Penggunaan Media Dan Komunikasi Di Malaysia (Public Health Awareness Campaign: A Literature Review from The Angle Of Media And Communication Usage In Malaysia) Jurnal Komunikasi, Malaysian Journal of Communication (JK-MJC). Jld 33(3) Page 117-130.
8. Mahadevan Krishnan & Jamilah Ahmad (2017) The Imperative of Public Relations: Assuming the Comprehensive Agenda (PR, CSR: Indonesia and Malaysian Experiences) in Dorien Kartikawangi and Setio Budi H., Hutomo By ASPIKOM Press. Indonesia ISBN 978-602-60833-0-2 (page 1-15)
9. M. Yamunah & Jamilah Ahmad (2017) Public Relations Practitioner Role in Handling Crisis: Public Relations Practices (PR, CSR: Indonesia and Malaysian Experiences) in Dorien Kartikawangi and Setio Budi H., Hutomo By ASPIKOM Press. Indonesia ISBN 978-602-60833-0-2 (page 48-61)
10. Kumutha & Jamilah Ahmad (2017) Corporate Social Responsibility and SME's in Malaysia Understanding The Practice, Challenges and Barriers Experiences by SMEs When Implementing CSR (PR, CSR: Indonesia and Malaysian Experiences) in Doruien Kartikawangi and Setio Budi H., Hutomo By ASPIKOM Press. Indonesia ISBN 978-602-60833-0-2 (page 143-171)

11. Jamilah Ahmad & Mahadevan Krishnan (2017) Environmental Related CSR Initiatives for Business Strategies: A Case Study on Small and Medium (SME) Industries in Malaysia. The Dynamics of Corporate Social Responsibility: A Critical Approach to Theory and Practice (CSR, Sustainability, Ethics & Governance) in Maria Aluchna and Samuel O. Idowu. By Springer. Print ISBN 978-3-319-39088-8. Online ISBN 978-3-319-39089-5. DOI 10.1007/978-3-319-39089-5_16 (page 305-322)
12. Wang Changsong, Chen Yiming, Jamilah Ahmad and Zhang Jinsheng (2017) Comparative Study on Viewers' Perceptions of the Portrait of the MH370 Incident by the Social Media in Malaysia and China. *Advanced Science Letters*. (ISSN): 1936-6612 (Print): EISSN: 1936-7317(online).
13. Jamilah Ahmad & Habibah Lateh (2016) Media and The Environment in Malaysia: An Analysis on News Coverage of Landslide Disaster in Kuala Lumpur. Issue 32(2). *Jurnal Komunikasi, Malaysian Journal of Communication*. E-ISSN 2289 – 1528 (Online)
14. Jamilah Ahmad (2016) Overview of CSR Research in Malaysia in: 'Change, Cohesion, Competitiveness By Egea Publication Italy. ISBN 978-88-238-5141-2 (page 34-37)
15. Jamilah Ahmad & Nurzali Ismail (2016) Investigating Malaysian Youth's Social Media Practice for Crime Prevention. In *Social Media in Asia: Changing Paradigm in Communication*. By Cambridge Scholars Publishing. ISBN 978-1-4438-9692-4 (pg 107-129)
16. Shahidul Haque and Jamilah Ahmad (2016) Islamic Ethics In Public Relations. *Journal of Education and Social Sciences*. Vol 4. (June) ISSN 2289-9855 pg no189-193.
17. Jamilah Ahmad & Nur Nasliza Arina (2016) Memperkasa Amalan 'Budi Bahasa Budaya Kita' Melalui Penggunaan Media Sosial. *Malaysian Journal of Youth Studies*. Institute for Youth Research Malaysia (IYERS). ISSN 2180-1649
18. Changsong Wang; Yiming Chen; Jamilah Ahmad; & Jinsheng Zhang (2016) A Comparative Study on Viewers Perceptions of the Portrait of the MH370 Incident by the Social Media in Malaysia. *Advance Science Letters*. (ISSN 1936-6612 (Print) EISSN: 1936-7317 (Online).
19. Tengku Adrian Tuan Ismail & Jamilah Ahmad (2015) Public Relations vs Advertising. *Jurnal Komunikasi, Malaysian Journal of Communication (JK-MJC)*. Jld 31(2) 2015: 117-130.
20. Fatimah Saidin & Jamilah Ahmad (2015) Pengaruh Novel Terhadap Psikologi Remaja. Institut Penyelidikan Pembangunan Belia Malaysia (IYRES). *Malaysian Journal of Youth Studies*. Jld 13, Disember 2015. ISSN 2180-1649.
21. Nur Nasliza Arina Mohamad Nasir & Jamilah Ahmad (2015) Pengaplikasian Etika Kerja Islam Oleh Pengamal Perhubungan Awam: Kajian Kes Ke Atas Organisasi Berteraskan Islam di Pulau Pinang. USIM Publication.
22. Jamilah Ahmad, Shuhaida Md. Noor & Nurzali Ismail (2015) Pengurusan Komunikasi Strategik. Pusat Pengajian Komunikasi. ISBN 978-967-394-226-8.
23. Jamilah Ahmad (2015) Bidang Perhubungan Awam: Antara Persepsi dengan Realiti. *Antologi Esei Komunikasi: Teori, Isu dan Amalan*. Penerbit USM. ISBN 978-983-861-879-3.
24. Jamilah Ahmad & Habibah Lateh (2015) The Use of Media in Creating Awareness and Delivering Information about Landslide to Malaysian Community. Special Report on Satreps Landslide Research. JICA (Japan International Cooperation Agency). ISBN 978-967-394-208-4.
25. Nur Nasliza Arina Mohamad Nasir & Jamilah Ahmad (2015) Facebook dan Media Massa: Keberkesanan dalam Menyampaikan Mesej Alam Sekitar kepada Masyarakat. *Jurnal Akademika* 85 (1) 2015 : 33-46. <http://ejournal.ukm.my/akademika/issue/view/643>
26. Elmy Fairuz Azmi & Jamilah Ahmad (2015) An Unvoiced Complaint: An Exploratory Study of Unifi Complainers and Non-Complainers. *International Journal of Physical and Social Sciences (IJPSS)*. Volume 5, Issue 9, September 2015. ISSN: 2249-5894.
27. Jamilah Ahmad & Nur Nasliza Arina Mohamad Nasir (2015) Sikap dan Tingkah Laku Gen Y terhadap Amalan 'Budi Bahasa, Budaya Kita'. *Malaysian Journal of Youth Studies*. Jld 12, June 2015. ISSN 2180-1649.
28. Jamilah Ahmad & Nur Nasliza Arina (2015) Memperkasa Amalan 'Budi Bahasa Budaya Kita' Dalam Kalangan Gen Y Melalui Penggunaan Media Sosial. Monograf Penyelidikan, Pusat Pengajian Komunikasi, Universiti Sains Malaysia. ISBN 978-967-394-222-0.

29. Jamilah Ahmad, Gowri Sritharan & Nur Nasliza Arina Mohamad Nasir (2015) The Effectiveness of Video and Pamphlets in Influencing Youth on Environmental Education. *Malaysian Journal of Communication*. Jilid 31 (1) 2015: 281-296
30. Jamilah Ahmad, Shuhaida Md. Noor & Nurzali Ismail (2015) Investigating Students' Environmental Knowledge, Attitude, Practice and Communication. *Asian Social Science*; Vol. 11, No.16; 2015. Published by Canadian Center of Science and Education. ISSN 1911-2017. E-ISSN 1911-2025.
31. Azizah Wahid & Jamilah Ahmad (2015) Public Relations Role of Government-Linked Companies in Green Purchase Behaviour: A Case Study on Felda Global Ventures Holding Berhad and Petroliam Nasional Berhad. *International Review of Social Sciences*. Vol. 3 Issue. 2. February 2015. ISSN 2309-0081.
32. Fatimah Saidin & Jamilah Ahmad (2015) Kajian Teori Transportasi Ke Atas Pembacaan Novel Dalam Kalangan Remaja. *Jurnal Komunikasi Borneo* 2015 Vol 2. <http://jkob.cseap.edu.my/index.php/journal/full/2-5.pdf>
33. Jamilah Ahmad & Suriati Saad (2014) Communicating Corporate Social Responsibility Campaign: A Social Media Approach. *Social Responsibility, Ethics and Sustainable Business Theory and Practice*. Published by Editura ASE. Page 30-49 ISBN 978-606-505-833-0.
34. Karmilah Abdullah & Jamilah Ahmad (2014) Impak Pemerkasaan Teknologi Hijau Terhadap Amalan Pengamal Perhubungan Awam Hijau di Malaysian Green Technology Corporation (GreenTech Malaysia). *Akademika Jurnal Sains Sosial dan Kemanusiaan Asia Tenggara*. Bil. 84, No. 3, September-December 2014. Published by Universiti Kebangsaan Malaysia. ISSN 0126-5008.
35. Yeni Rosilawati & Jamilah Ahmad (2014) Incorporating Local Wisdom in the CSR Communication Model: A Case Study in Aqua Danone in Klaten Region, Central Java Province, Indonesia. 2nd International Corporate and Marketing Communications in Asia Conference. Chulalongkorn University, Thailand. 29-30 Jun 2015.
36. Jamilah Ahmad & Karmilah Abdullah (2014) Adaptation of Four Models of Public Relations in Promoting Green Technology: The Role of Green Public Relation in Malaysia. *Journal of International Review of Social Sciences (IRSS)*. Vol. 2, Issue 11. November 2014. (ISSN 2309-0081) (ISI Indexed Journal).
37. Jamilah Ahmad & Habibah Lateh (2014) The Best Communication Tolls in Delivering Landslide Information to Orang Asli: A Case Study in Gerik Perak, Malaysia. *Journal of International Review of Social Sciences (IRSS)*. Vol. 2, Issue 10, pp. 434-446, October 2014. (ISSN 2309-0081) (ISI Indexed Journal).
38. Jamilah Ahmad & Habibah Lateh (2014) Teaching Orang Asli Perspectives: An Investigation of Teachers' Perception on Landslide Hazard. *Journal of Education and Human Development*. (ISSN 2334-296X (Print) 2334-2978 (Online)).
39. Jamilah Ahmad (2014) The Role of Public Relations in Promoting Islamic Products Globally: The Malaysian Experience. *Journal of Islamic Studies and Culture*. (ISSN 2333-5904 (Print) 2333-5912 (Online)).
40. Jamilah Ahmad, Habibah Lateh & Saifudin Saleh (2014) Landslide Hazards: Household Vulnerability, Resilience and Coping in Malaysia. *Journal of Education and Human Development*. (ISSN 2334-296X (Print) 2334-2978 (Online)).
41. Jamilah Ahmad & David Crowther (2013) *Education and Corporate Social Responsibility: International Perspectives*. Emerald Group Publishing Limited, UK (BOOK) ISBN: 978-1-78190-589-0, eISBN; 978-1-78190-590-6.
42. David Crowther & Jamilah Ahmad (2013) Introduction: CSR Education Moving Towards Common Direction (Education and Corporate Social Responsibility: International Perspectives). pp. 1-14. Emerald Group Publishing Limited, UK. Volume 4. ISBN: 978-1-78190-589-0, eISBN; 978-1-78190-590-6.
43. Jamilah Ahmad & Suriati Saad (2013) Beyond Theory and Practice: A Malaysian Case Study (Education and Corporate Social Responsibility: International Perspectives). pp. 267-296. Emerald Group Publishing Limited, UK. Volume 4. ISBN: 978-1-78190-589-0, eISBN; 978-1-78190-590-6.
44. Jamilah Ahmad, Niranjala Weerakkody & Suriati Saad (2013) An Exploratory Examination of Newspaper Coverage of Corporate Social Responsibility (CSR) Practices in Malaysia. *Forum*

- Komunikasi UiTM. Volume 10. No. 1/2012/2013. Pusat Penerbitan Universiti (UPENA). ISSN 0127-8991.
45. Jamilah Ahmad & Nur Nasliza Arina Mohamad Nasir (2013) Effective Environmental Communication: A Case Study of Environmental Non-Government Organization (ENGO) In Malaysia. *Journal of Social and Development Sciences*. Vol. 4, No. 6, pp. 242-248, June 2013 (ISSN 2221-1152).
 46. Jamilah Ahmad & Nur Nasliza Arina Mohamad Nasir (2013) Can Facebook be an Effective Tool in Disseminating Environmental Messages to Society? A Case Study of 12 Environmental Non-Governmental Organizational (ENGO) in Malaysia. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*. Volume 16, Issue 1 (Sep. – Oct. 2013), PP 38-44. e-ISSN: 2279-0837, p-ISSN: 2279-0845. www.iosrjournals.org.
 47. Jamilah Ahmad & Reevany Bustami (2013) An Analysis of Social Cohesion through Interaction: A Preliminary Study in Penang, Malaysia. *Elixir Soc. Sci.* 63 (2013) 18277-18281. www.elixirpublishers.com (Elixir International Journal). ISSN: 2229-712X.
 48. Jamilah Ahmad & Bai Shuliang (2013) Misunderstanding and Underestimation: A New Way to Comprehend Chinese Media Vulgarization. *Forum Komunikasi UiTM. Journal of the Faculty of Communication and Media Studies*. Volume 10. No. 1/2012/2013. Pusat Penerbitan Universiti (UPENA). ISSN 0127-8991.
 49. Imran, A & Jamilah, A. (2012). An Investigation of Environmental Knowledge and Environmental Practices Among Malaysian. *Far East Journal of Psychology and Business*, Vol. 2, No. 1, 27-38.
 50. Jamilah Ahmad (2012) Amalan Mesra Alam: Kajian Pengetahuan Alam Sekitar di Sabah dan Sarawak. Pg 133-148. *SEA Journal of General Studies (MALIM)*. Vol. 13. ISSN 1511-8393.
 51. Imran Ali, Georgiana Grigore & Jamilah Ahmad (2012) University Teachers' Perceptions Towards Teaching Business Ethics. *Procedia - Social and Behavioral Sciences Journal*. Volume 46, 2012, Pages 3637–3641 Elsevier Ltd. <http://dx.doi.org/10.1016/j.sbspro.2012.06.119>.
 52. Ahmad J, Ali I, Grigore G and Stancu A., (2012) Studying Consumers' Ecological Consciousness – A Comparative Analysis of Romania, Malaysia and Pakistan. *Amfiteatru Economic*. Jan 2012, Vol 14, No 31 (ISI indexed journal).
 53. Jamilah Ahmad (2012) Cabaran Pengamal Perhubungan Awam dan Era Globalisasi. Dalam *Media, Komunikasi dan Wacana Globalisasi di Malaysia*. Penang. Malaysia. Penerbit USM. ISBN 978-983-861-549-5.
 54. Jamilah Ahmad & Kiranjit Kaur (2012) Tanggungjawab Perhubungan Awam Dalam Era Globalisasi. Dalam *Media, Komunikasi dan Wacana Globalisasi di Malaysia*. Penang. Malaysia. Penerbit USM. ISBN 978-983-861-549-5.
 55. Hamidah H., Jamilah A., Hasrina, M and Suriati S. (2012) Rural-Urban Differences in Environmental Knowledge, Attitudes and Practices. Editor *Communication and Environment: Sustainability and Risks Penang, Malaysia*. Penerbit USM. ISBN 978-983-861-555-6.
 56. Jamilah Ahmad & Niranjala Weerakkody (2011) Komunikasi Budaya Silang, Kompetensi, Pengajaran dan Pembelajaran: Satu Analisis. *Malaysian Journal of Education (Jurnal Pendidikan Malaysia)* Vol 36. No. 1. May 2011. ISSN 2180-0782.(Published 2012).
 57. Jamilah Ahmad, Hasrina Mustafa, Hamidah Abd Hamid (2011) Pengetahuan, Sikap dan Amalan Masyarakat Malaysia Terhadap Isu Alam Sekitar. *Journal of Southeast Asia Social Sciences and Humanities*. Volume 81(3) Disember 2011. ISSN 0126-5008 (Published 2012).
 58. Hasrina, M., Hamidah, H., Jamilah, A., & Kamaliah, S. (2012) Intercultural Relationship, Prejudice And Ethnocentrism In A Computer-Mediated Communication (CMC): A Time-Series Experiment. *Asian Social Science*. Vol 8 (3). Canadian Centre of Science of Education.
 59. Jamilah Ahmad (2012) Can A University Act As A Corporate Social Responsibility (CSR) Driver? An Analysis. *Social Responsibility Journal (Emerald)* Vol. 8. No 1. ISSN 1747-1117.
 60. Jayamalar Samuel & Jamilah Ahmad (2011) The Effectiveness Of Video As Promotional Tools: An Experimental Study In Malaysia. *International Journal of Communication and Media Studies (IJCMS)* ISSN (Print/Online):2250 – 0014. Pg 1-33.
 61. Mahadevan Krishnan & Jamilah Ahmad (2011) Environmental Knowledge, Attitude and Willingness to Adopt Environmentally Responsible Behaviour among University Students: A Case Study in Malaysia. *International Journal of Environment, Ecology, Family and Urban Studies (IJEEFUS)*. ISSN Print/Online):2250 – 0065 Pg 30-51.
 62. Jauhariatul Akmal & Jamilah Ahmad (2011) Penggunaan Facebook oleh badan bukan kerajaan alam sekitar (ENGO) dalam menyampaikan mesej alam sekitar. *Jurnal Komunikasi-Malaysian Journal of Communication (JK-MJC)*, Vol. 27, No 2. ISBN 0128-1496.
 63. Habibah Lateh & Jamilah Ahmad (2011) Students' Knowledge, Attitude and Practice on Landslide Issues in Penang, Malaysia. *Malaysian Journal of Society and Space*. Volume 7 (Issue 4) ISSN 2180-2491.

64. Jamilah Ahmad & Habibah Lateh (2011) Environment Awareness on Landslide Issues in Malaysia: A Review in Paya Terubong, Penang. *Asian Journal of Environmental and Disaster Management (AJEDM)* Issue 3, Volume 3. Fall 2011.
65. Jamilah Ahmad (2011) Managing Political Information: A Malaysian Perspective. *Jurnal Ilmu Sosial Politik*. Volume 14. No 1. ISSN 1410-4946.
66. Habibah, L., Norizan, E., Rahimi, C.A., Jamilah, A., Khairiah, Adnan, H., M., Sharifah, S. I., (2011) Kesedaran Penduduk Tentang Kejadian Tanah Runtuh di Malaysia. Pusat Penyelidikan Pendidikan Jarak Jauh, USM. ISBN 978-983-2700-90-6.
67. The Importance of Public Relations Education to the Development of the Public Relations Profession in Malaysia (2010). *Communication Journal*. Universitas Budi Luhur. Jakarta. Volume 1, Number 2. July 2010. Pp 73-81. Journal. ISSN 2086-5708.
68. Jamilah Ahmad (2010) 'The Opportunities and Challenges for Public Relations Practitioners in Malaysia. Coverage: *Journal of Strategic Communication*. Volume 1. No 1. September 2010. ISSN 2087-3352.
69. Jamilah Ahmad (2010) 'Cabaran Pengamal Perhubungan Awam'. *Dewan Masyarakat*. Jilid 53 Bil 1 Oktober 2010. PP 27-29. ISSN 0419-0451.
70. Jamilah Ahmad (2010) Feasibility of Public Relations Courses Through E-Learning: A Case Study In Malaysia Volume 11. Number 2 (December 2009), *Malaysian Journal of Distance Education*, Penerbit USM. Pp 65-76. ISSN 1511-6433.
71. Jamilah Ahmad (2010) Role of Public Relations in Disseminating Bird Influenza Diseases in Malaysia. *Kargozar Journal of Public Relations*. Iran. Vol 2 (14). ISSN 2008-2983.
72. Public Relations Education and Profession in Malaysia (2010) Iran Websites -Access date 15.Nov.2010
<http://www.iranpr.org/IMAGES/The%20Importance%20of%20Public%20Relations%20Education%20to%20the%20Development%20of%20the%20Public%20Relations%20Profession.pdf>
73. Wong, L. C., & Jamilah A., (2010) Incorporating Stakeholder Approach In Corporate Social Responsibility (CSR): A Case Study At Multinational Corporations (MNCs) In Penang. *Social Responsibility Journal*. Vol. 6 No. 4. Pp 593-610 ISSN 1747-1117.
74. Jamilah Ahmad (2010) CSR in Malaysia: The Practices and Perception. In *Dealing with Corporate Social Responsibility in Malaysia and Indonesia*. In *Aplikasi Corporate Social Responsibility (CSR) Perusahaan Malaysia dan Indonesia: Perspektif Komunikasi*. Penerbit, FISIPOL UGM. Yogyakarta. ISBN 978-979-8147-22-7.
75. Jamilah Ahmad (2010) The Role of Media In Educating Public on Environmental Issues In Malaysia. *Jurnal Ilmu Sosial Politik*. ISSN 1410-4946.
76. Jamilah A., Kamaliah S., Sharmini R., (2009) The Importance of Media Relations in Corporate Public Relations. *Jurnal Visi Komunikasi*. Fakultas Ilmu Kemanusiaan. Universitas Mercu. Jakarta ISSN 1412-3037.
77. Jamilah Ahmad (2010) University Involvement in Corporate Social Responsibility Efforts. *Prospect Malaysia – Higher Education Magazine*. Issue 013. MPH Publication.
78. Jamilah Ahmad (2010) Tanggungjawab Sosial Korporat: Kepentingan Universiti. *Dewan Masyarakat*. Jilid 48 Bil 5 Mei 2010. Pp 20-21. ISSN 0419-0386.
79. Jamilah Ahmad, Internship Log Book/Manual (2009; 2010; 2011; 2012; 2013) for School of Communication. Universiti Sains Malaysia.
80. Jamilah Ahmad (2009) Perhubungan Awam dan Teknologi Baru. *Jurnal Pengajian Media Malaysia (Malaysian Journal of Media Studies)* Universiti Malaya. Jilid 11. No. 1. ISSN 1511-2284.
81. Rubiah Omar & Jamilah Hj Ahmad (2009) Kesedaran, Penilaian dan Penerimaan e-Pembelajaran dalam Kalangan Ahli Akademik. *Jurnal Pendidikan Malaysia (Malaysian Journal of Education)*. Universiti Kebangsaan Malaysia. Jilid 34. Bilangan 1. ISSN 0126-6020. May 2009. Page 155-172.
82. Hasrina Mustafa, Jamilah Hj Ahmad, Mohammad Zin Nordin (2008) What Do Malaysian Think of America and Its Foreign Policy Post 9/11. *Media Asia*. Volume 35. Number 3. Page 179-189. Nanyang Technological University. ISSN 0129-6612.
83. Jamilah Ahmad & I Gusti Ngurah (2008) Public Relations Education and at the Crossroad: Trend and Realities. *Jurnal Ilmu Komunikasi*. Universitas Atma Jaya. Yogyakarta. Indonesia. Volume 5, No 1. December 2008. ISSN 1829-6564.
84. Jamilah Ahmad (2008) The Effect Of Interplay Between Politics, Culture and Practice in Malaysia. *Poznan University of Economics*. Department of Economics Journalism and Public Relations. Poland. Volume 12. page 32.
85. Kiranjit K., Jamilah A., Haslita I & Monica C., (1999, 2001, 2002). *Principles of Public Relations Manual for Pusat Perkembangan Pendidikan, Universiti Teknologi Mara*. Shah Alam

PROCEEDINGS:

1. Jamilah Binti Ahmad, Habibah Binti Lateh, 2017, The Role Of Local Authorities In Communicating Landslide Hazard To Orang Asli (Indigenous) Community In Cameron Highlands, Proceeding of the 1st Springer Euro-Mediterranean Conference for Environmental Integration (EMCEI-2017) Sousse. Tunisia. Springer Nature ISSN 2522-8722
2. Jamilah Ahmad and NurNasliza Nasir (2017) Pemerkasaan Nilai Murni Dalam kalangan Belia di Malaysia Mengikut Perspektif Teori Etika Miskawiyah. National youth Research Seminar. PWTC 6-7 November 2017. Institute for Youth Research Malaysia ((YRES)
3. Jamilah Ahmad The Way Forward for Strategic CSR in Public Relations. International Research Symposium on The Future of Public Relations in the Asia Pacific: Sustainability, Social Responsibility and Social Media. 23-24 February 2017. Faculty of Communication Arts, Chulalongkorn University Bangkok, Thailand
4. Jamilah Ahmad and Suriati Saad (2016) Corporate Social Responsibility as Platform for Crime Prevention: An Approach through Social Media. The 5th International Conference on Social Responsibility, Ethics and Sustainable Business. 6 & 7 October. 2016. Bocconi University. Milan. Italy ISSN 2285-7222. ISSN-L:2285-7222
5. Umit Alniacik, Jamilah Ahmad, Georgiana Grigore & Alin Stancu (2016) Employees and Corporate Social Responsibility: Investigating the Effect of CSR on Word-of-Mouth and Relationship Commitment. The 5th International Conference on Social Responsibility, Ethics and Sustainable Business. 6 & 7 October. 2016. Bocconi University. Milan. Italy ISSN 2285-7222. ISSN-L:2285-7222
6. Shahidul Haque and Jamilah Ahmad (2016) The Role of Islamic Public Relations in Leadership. International Conference on Islamic Leadership and Management 2016. Sultan Shariff Ali Islamic University. Brunei. 6-7th August 2016. ISBN 978-99917-82-01-0
7. Shahidul Haque and Jamilah Ahmad (2016) The Theory of Islamic Ethics in Public Relations. International Conference on Islamic Leadership and Management 2016. Hotel Putra. Kuala Lumpur 7-8th May 2016. ISBN 978-967-13952-3-3.
8. Changsong Wang; Yiming Chen; Jamilah Ahmad; & Jinsheng Zhang (2016) A Comparative Study on Viewers Perceptions of the Portrait of the MH370 Incident by the Social Media in Malaysia. International Conference on Social Sciences and Humanities, Promenade Hotel. Kota Kinabalu. Sabah. 19-21 April 2016
9. Nur Nasliza Nasir dan Jamilah Ahmad (2016) Etika Kerja Islam dalam Profesion Perhubungan Awam. International Conference of Communication, Industry and Community (ICCIC) Inna Grand Hotel, Sanur Bali. Indonesia (ISBN 978-602-74139-1-7) pg. 745-755
10. Karmila Abdullah, Jamilah Ahmad & Suriati Saad (2016) Integrasi Tanggungjawab Sosial Korporat (CSR) dan Pendidikan Alam Sekitar untuk Kelestarian. International Conference of Communication, Industry and Community (ICCIC) Inna Grand Hotel, Sanur Bali. Indonesia (ISBN 978-602-74139-1-7) pg. 1153-1165
11. Jamilah Ahmad & Yeni Rosilawati (2015) The Balinese Local Wisdom “Tri Hita Karana” in CSR Initiatives: Learnings from Aqua Danone-Mambal Plant, Bali Indonesia. 2nd International Conference on Media, Communication and Culture (ICMCC 2015): One Message, Multiple Platforms. Vistana Hotel, Penang, Malaysia. 30 November – 2 December 2015.
12. Zubair Mahmood & Jamilah Ahmad (2015) Trends of Facebook Use Among University Students in Pakistan. 2nd International Conference on Media, Communication and Culture (ICMCC 2015): One Message, Multiple Platforms. Vistana Hotel, Penang, Malaysia. 30 November – 2 December 2015.
13. Jamilah Ahmad, Nurzali Ismail & Nur Nasliza Arina Mohamad Nasir (2015) Investigating Malaysian Youth’s Social Media Usage, Competencies and Practice with Regard to Crime Prevention: An Application of the Media Literacy Model. 2nd International Conference on Media, Communication and Culture (ICMCC 2015): One Message, Multiple Platforms. Vistana Hotel, Penang, Malaysia. 30 November – 2 December 2015.
14. Jamilah Ahmad (2015) Integrating Environmental Citizenship into Corporate Social Responsibility (CSR): A Case Study in Malaysia. 4th International Conference on Social Responsibility, Ethics & Sustainable Business. American College of Greece, Athens, Greece. 8-9 October 2015.

15. Zubair Mahmood & Jamilah Ahmad (2015) Why Social Media is being perceived for the Freedom of Speech by the Religious Minorities in Pakistan?. International Conference Freedom of Expression: Global Politics of Emotions. Organized by Institute of Communications Studies, University of The Punjab. Avari Hotel, Lahore, Pakistan. 2-4 November 2015.
16. Jamilah Ahmad (2015) Knowledge and Awareness on Landslides among Teachers in Northern Area of Malaysia. 4th International Conference on Slopes Malaysia 2015. The Royale Chulan Kuala Lumpur. 14-16 September 2015. ISBN 978-967-13627-0-9.
17. Yeni Rosilawati & Jamilah Ahmad (2015) Incorporating Local Wisdom in the CSR Communication Model: A Case Study in Aqua Danone in Klaten Region, Central Java Province, Indonesia. 2nd International Corporate and Marketing Communications in Asia Conference. Conference co-organised by Chulalongkorn University, Thailand and Bournemouth University. Novotel Siam, Bangkok Thailand, 29-30 January 2015.
18. Jamilah Ahmad & Nur Nasliza Arina Mohamad Nasir (2014) Medium Sosial Sebagai Medium Dakwah Dalam Mendidik Golongan Belia. Seminar Kebangsaan Media dan Dakwah (SMED 2014). Universiti Sains Islam Malaysia (USIM). 12 September 2014.
19. Nur Nasliza Arina Mohamad Nasir & Jamilah Ahmad (2014) Pengaplikasian Etika Kerja Islam Oleh Pengamal Perhubungan Awam: Kajian Kes Ke Atas Organisasi Berteraskan Islam di Pulau Pinang. Seminar Kebangsaan Media dan Dakwah (SMED 2014). Universiti Sains Islam Malaysia (USIM). 12 September 2014.
20. Jamilah Ahmad & Suriati Saad (2014) Positioning of Corporate Social Responsibility in Media Reporting: The Role of Media Setting. 3rd International Conference on Social Responsibility, Ethics, and Sustainable Business. Ramon Llull University, Barcelona, Spain. 9-10 October 2014.
21. Jamilah Ahmad & Mahadevan Krishnan (2014) Corporate Social Responsibility in Small and Medium Industries: Environmentally Related CSR Initiatives for Business Strategising. 3rd International Conference on Social Responsibility, Ethics, and Sustainable Business. Ramon Llull University, Barcelona, Spain. 9-10 October 2014.
22. Methawee Kaeosanit & Jamilah Ahmad (2014) Public Relations Practitioners' Knowledge and Qualification for Promoting Community and University Engagement in Case of Southern Rajabhat Universities, Thailand. 7th International Forum on Public Relations and Advertising. International College of Mahidol University (MUIC), Bangkok, Thailand. 13-15 August 2014. ISBN 978-616-279-567-1.
23. Methawee Kaeosanit & Jamilah Ahmad (2014) Public Relations Media Uses for Public Participation Building of Southern Rajabhat Universities in Thailand. Conference on Corporate Communication 2014. The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong. 3-6 June 2014.
24. Mohammad Reevany Bustami, Jamilah Ahmad, Elisha Nasruddin & Jeffry Phang Fatt Kong (2014) The Contribution of Private Sector in Social Cohesion. International Conference on Social Cohesion in Malaysia. Seri Pacific Hotel, Kuala Lumpur. 18-19 Mac 2014.
25. Methawee Kaeosanit & Jamilah Ahmad (2013) Obstacles of Public Relations for Building Community-University Engagement Affecting Level of Public Participation: A Case Study of Nakhon Si Thammarat Rajabhat University, Thailand. University Community Engagement Conference 2013 (UCEC 2013). Padang, Indonesia. 11-12 November 2013.
26. Jamilah Ahmad & Habibah Lateh (2013) The Use of Media in Creating Awareness and Delivering Information about Landslide to Malaysian Community. International Seminar on Landslide Research Malaysia – Japan. Universiti Sains Malaysia, Penang, Malaysia. 16-17 November 2013.
27. Nur Nasliza Arina Mohamad Nasir & Jamilah Ahmad (2013) To What Extent The Mass Media Can Help In Delivering Environmental Messages To The Public?. 3rd International Conference on Education and Information Management (ICEIM-2013). Langkawi, Malaysia. 15-16 June 2013. ISSN: 2227-1872 (Online). ISSN: 2307-8588 (CD-ROM).
28. Jamilah Ahmad & Suriati Saad (2012) Corporate Social Responsibility (CSR): An Analysis in Malaysia Media. Conference on Re-thinking Multiculturalism: Media in Multicultural Society. Universitas Muhammadiyah Yogyakarta. 7-8th November 2012. ISBN 978-602-7636-27-9.
29. Jamilah Ahmad & Behnam Safakah (2012) Integrating Environmental Citizenship in Corporate Social Responsibility (CSR): A Preliminary Case Study of MNC's in Penang. Conference on Re-thinking Multiculturalism: Media in Multicultural Society. Universitas Muhammadiyah Yogyakarta. 7-8th November 2012. ISBN 978-602-7636-27-9.
30. Hasrina, M., Hamidah A. H., Jamilah A., & Kamaliah S., (2012) Prejudice and Ethnocentrism in Malaysia: how Apparent Are they in Computer-Mediated interaction. Conference on Re-thinking Multiculturalism: Media in Multicultural Society. Universitas Muhammadiyah Yogyakarta. 7-8th November 2012. ISBN 978-602-7636-27-9.

31. Hasrina, M., Hamidah A. H., Jamilah A., & Kamaliah S., (2012) Intercultural Relationship, Prejudice and Ethnocentrism in a Computer-Mediated Communication (CMC): A Time-Series Experiment. *Asian Social Science Social Science* ISSN 1911-2017 (Print) ISSN 1911-2025 (Online).
32. Jamilah Ahmad (2012) Public Relations Role in Promoting Islamic Product Globally-Malaysian Experiences. Vahdatt Hall. Tehran, Iran. 7-9 December 2012.
33. Jamilah Ahmad & Suriati Saad (2011) 'Integrating CSR into Communication Curriculum: An Analysis' Conference on Organisational Governance Crises: Causes, Effects and Solutions The Centre for Research into Organisational Governance. De Montfort University. United Kingdom 15th September -16th September 2011. ISBN 9781857214123.
34. Jamilah A., Imran A., and Georgiana G., (2011) 'Determinants of Consumer Ecological Behaviour-A Cross Country Study' Conference on Organisational Governance Crises: Causes, Effects and Solutions The Centre for Research into Organisational Governance. De Montfort University. United Kingdom 15th September -16th September 2011. ISBN 9781857214123.
35. Aras, G. & Jamilah Ahmad & Ozlem, K. O (2011) Institutional Ownership: A Comparative Study between Turkey and Malaysia. International Conference on Business Ethics and Corporate Social Responsibility. Istanbul University, Turkey. 14 April 2012.
36. Jamilah A., Habibah L., & Adnan H., (2010) 'Knowledge, Attitude and Practice: An Empirical Investigation on Landslide Issues in Pos Dipang. Second ASIAN Heads of Research Councils (ASIAHORCS) Joint Symposium. Natural Disaster Management: Lessons Learnt & Shared Best Practices 1-3 November 2010. ISBN 978-967-0167-01-5.
37. Jamilah A., (2010) 'The Importance of CSR to be embedded in Public Relations Curriculum. International University Social Responsibility Conference & Exhibition 2010. Universiti Teknologi Malaysia. PWTC. Kuala Lumpur. 4-6th October 2010.
38. Jamilah A., Suriati, S., Hamidah, AH, Hasrina, M., (2010) 'Media Role in Environmental Literacy: A Comparative Study of Northern and West Coast Region' 5-6 April 2010. International Conference on Communication Dynamics (ICCD). Universiti Teknikal Malaysia Melaka (ISBN 979-983-2948-75-9).
39. Habibah Lateh & Jamilah Ahmad (2010) 'Students Knowledge, Attitude and Perceptions on Landslides Issues in Malaysia' International Conference on Communication Dynamics (ICCD) 5-6 April 2010. Centre for Language and Human Development. Universiti Teknikal Malaysia Melaka. Pp 127-148 (ISBN 979-983-2948-75-9).
40. Jamilah A., & Suriati S., (2010) Social Responsibility of University: The Way Forward. The 1st ICBB and CSR-UN Conference. STIE Perbanas. Surabaya. 23-24th February 2010 (ISBN 978-979-95679-3-2).
41. Kamaliah S., Jamilah A., Hamidah AH., & Adnan H., (2008) 'The Role of Public Relations Agency in promoting Malaysia as Tourist Attraction in China. Proceedings of The National Symposium on Tourism Research. USM Penang 26 July 2008. ISBN 978-983-3986-32-2.
42. Nina Weerakkody & Jamilah Ahmad, 7th Biennial Conference of the Asian Communication Association PACA. 'The Skeleton Budget, 'Intranet, Dole and Other Strange Words: Bridging the Cultural Divide' Universiti Putra Malaysia. 10-12 January 2009. http://scholar.google.com/scholar?start=20&q=jamilah+ahmad&hl=en&as_sdt=0,5.
43. Nik Norma Nik Hassan & Jamilah Ahmad (2008) An In-depth Study of Journalist and Scientists Interactions presented at National Conference on Environment and Health 2008. 29-30 Oktober 2008. Kota Bharu. (ISBN: 978-983-44173-0-7)
44. Lawniczak, R. & Jamilah Ahmad (2009) The Role of Public Relations and Communications Strategies in Promoting and Depending Totally Different Socio-Economic Models. 7th Biennial Conference of the Pacific and Asian Communication Association. Poznan University, Poland. 10-12 January 2009.
45. Jamilah Ahmad (2009) Kick-off Green Generation Campaign: A Case Analysis in Universiti Sains Malaysia. University-community Engagement Conference. 23-26 November 2009.
46. Juliana, A.W., Jamilah A., Hamidah, A.H & Hasrina, H (2009) Environmental Issues and the Malaysian Media: A Study of the Malaysian Television Audience presented at International Conference on Communication and Environment. 9-11 December 2009. School of Communication. USM. Penang. Malaysia pp. 136 -167.
47. Hamidah, A.H., Hasrina, H., Jamilah A. & Suriati, S. (2009) Rural-urban Differences in Environmental Knowledge, Attitudes and Practices among Malaysians presented at International Conference on Communication and Environment. 9-11 December 2009, School of Communication. USM. Penang. Malaysia., pp. 360-369.
48. Jamilah Ahmad (2008) Dealing with Media, Corporate Social Responsibility (CSR) in Malaysia: Myth and Practices. Annual Conference of the Australian and New Zealand Communication Association Wellington, Massey University, New Zealand. 8-9 July 2008.

49. Kamaliah Siarap, Jamilah Ahmad, Sharmini, R. (2008) The Role of Media Relations in Corporate Public Relations in Malaysia. International Conference on Communication and Media. Universiti Utara Malaysia. 14-16 June 2008.
50. Niranjala W. & Jamilah Ahmad (Murdering the Queen's English: Discourses of the Effects of New Communication Technologies on Language. Internaional Conerence Language and Nationhood Discourse across Cultures and Diciplines. Subang Jaya, Malaysia. 15-17 May 2007.
51. Hasrina Mustafa, Mohd Zin Nordin, Shanti Balraj & Jamilah Ahmad (2007) Understanding Malaysian Perceptions towards America in the Post 9/ 11 Era: A qualitative Investigation. International Conference on Media, Culture and Society: Competing Discourse on Consumption and Production of Consciousness. Universiti Kebangsaan Malaysia, Malaysia. 20-22 Ogos 2007.
52. Hasrina Mustafa, Jamilah Ahmad, Mohd Zin Nordin & Shanti Balraj (2007) A Survey on Malaysian Perception and Views towards America in the Aftermath of September 11. World Communication Association Conference. Brisbane, Australia. 27-31 July 2007.

SUPERVISION:

1. Dayang Aizza Maisha Binti Abang Ahmad (February 2018 – current) Surviving Reputational Threat in the Social Media: Evaluating the Effectiveness of Situational Crisis Response Strategies and Impact of Message Framing on Audience Response towards Organization (Main Supervisor – PhD by Research P-KOD0009/17(R)
2. Syuhaiza Binti Ismail (February 2018 – current) Peranan Media Sosial Dalam Mengubah Gaya Hidup Masyarakat - Amalan Penjagaan Alam Sekitar Melalui Program 3R Komunikasi (Main Supervisor– MA by Research)
3. Hiou Yian Ling (February 2018 – current) Impacts of Internet of Things on Corporate Communications (Co-Supervisor – MA by Research S-KOM0002/17(R)
4. Islam Habis Mohammad Hatamleh (February 2018 – current) The Effect of Restraint Society on the Establishment of Social relationship Cpmmoitment Through Social Media. (Co-Supervisor PhD by Research P-KOD0004/17(R)
5. Alhaj Obeid Daw Shaklah (September 2017 – current) International Public Relations And Diplomacy Communication (Main Supervisor – PhD by Research P-KOD0008/17(R)
6. Nurul Nazihah Mohd Rastam (September – January 2018) Consumption of instagram: Influencer Content in Influencing Positive Behaviour among Youth (Principal – MA in Integrated Marketing Communication: P-KOM 0054/16)
7. Nurul Hanis Izmir (September 2016-January 2018) Branding Malaysia As A Global Halal Hub By 2020: An Exploratory Study Adopting David Aaker's Brand Positioning Strategy (Principal – MA in Integrated Marketing Communication (S-KOM 0116/14)
8. Mohamad Hafifi bin Jamri (Februari 2016 - current) Penyampaian Maklumat Berkenaan Isu Penyalahgunaan Dadah: Satu Analisis Terhadap Keberkesanan Komunikasi (Co-Supervisor– PhD by Research)
9. Zairina Zainudin (September 2016-January 2018) How Journalists Complement Public Relations Role in Handling Crisis Communication: A case study on Malaysia Airline's MH370 (Principal – MA in Integrated Marketing Communication (SKOM 0101/14)

10. Hii Yiuk Choon (September – January 2018) Pengaruh Iklan Komersil di Media Sosial terhadap Gaya Hidup Pelajar Perniagaan (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 124703)
11. Joyce Lai Yee Min, 2017, Final Year Project, Penggunaan Media Sosial Sebagai Platform untuk Periklanan dalam Talian, (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 124708)
12. Intan Nurzulaikha Binti Saparudin, 2017, Final Year Project, Cara Meningkatkan Kesedaran Pelajar terhadap Isu Obesiti, Perniagaan (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 124705)
13. Foo Yi Wen, 2017, Final Year Project, Sikap Pelajar terhadap E-pembelajaran di Universiti Sains Malaysia, Perniagaan (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 124700)
14. Farid Mirza Bin Zulkurnine, 2017, Final Year Project, Peranan Facebook dalam Mewujudkan Kesedaran Anti Merokok dalam Kalangan Perniagaan (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 124695)
15. Huda Idris M Saad (September 2016-January 2017) PR measurement: Evaluating the use of AVE to measure PR value in Malaysia (Principal – MA in Integrated Marketing Communication:(P-KOM0003/16)
16. Foong Kar Lye (September 2016-January 2017) Corporate Social Responsibility And Corporate Financial Performance In Malaysia (Principal – MA in Integrated Marketing Communication (S-KOM0095/15)
17. Muhammad Khairul Amir bin Fadzalikh (September 2016-January 2017) Peranan Media Sosial – Facebook dalam Aktiviti Kesukarelawanan: Kajian Terhadap Aktiviti Crowdfunding. (Principal – MA in Integrated Marketing Communication (S-KOM0115/15)
18. Cindy Poh Huay Yuet (September 2016-January 2017) An Analysis Of Hofstede's Culture Dimensional Model And Its Influence On The Practice Of Public Relations By Multinational Corporations In Malaysia Theory (Principal – MA in Integrated Marketing Communication: S-KOM0064/15)
19. Farrah Shazwani Binti Umar (September 2016 – January 2017) An Evaluation of Crisis Management of Cadbury Halal Issue – An Adaptation of Situational Crisis Communication Theory (Principal – MA in Integrated Marketing Communication: S/KOM0096/13)
20. Harvinra Rajandran (September 2016 – January 2017) Perbandingan Media Konvensional Dan Media Sosial Terhadap Pemasaran Perniagaan (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 119991)
21. Gan Yee Fen (September 2016 – January 2017) Kebergantungan Penggunaan Media dalam Pencarian Maklumat dalam Kalangan Remaja (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 119888)
22. Hafizah Muhd Zin (September 2016 – January 2017) Pengaruh Penggunaan Facebook Dalam Pembelian Secara Atas Talian (Online) (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 119990)

23. Amberlicia Anthony Thane (September 2016 – January 2017) Pengaruh Penggunaan Media Sosial Terhadap Harga Diri Dalam Kalangan Remaja. (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 119972)
24. Dian Adha Mayangsari (September 2016 – January 2017) Pengaruh Perletakan Produk Terhadap Keputusan Pembelian Di Dalam Pemaparan Filem The Avengers: Age of Ultron (Principal – Undergraduate, YBP 404 Kajian Bebas: Matrix No. 122920)
25. Kavita Nair a/p K. Radhakrishnan (February 2016- August 2016) The Role of Public Relations in Corporate Social Responsibility: A Case Study of Sunway. (Principal – MA in Integrated Marketing Communication: P-KOM0009/14)
26. Ng Pei Yin (February 2016- August 2016) The Role of Public Relations: Communications and its Comparison of Before and during Malaysia's Economic Downturn (Principal – MA in Integrated Marketing Communication: P-KOM0040/14)
27. Karmilah Abdullah (May 2015 - current) Media Sosial dan Tanggungjawab Sosial Korporat untuk Memperkasa Pendidikan Alam Sekitar di Malaysia (Principal– PhD by Research)
28. Suriati Saad (August 2015 – July 2016) Analysis of Report-Derived Perception (RDP) on Corporate Social Responsibility Disclosure in Oil and Gas Industry in Malaysia. (Principal – PhD by Research)
29. Md. Shahidul Haque (April 2015 – current) Toward the Establishment of the Theory of Islamic Ethics in Public Relations. (Principal – PhD by Research)
30. Ida Nur Syafinaz Bt Muhd Fuad (February 2015 – August 2015) Penggunaan Media Massa Sebagai Medium Dakwah Dalam Kalangan Mahasiswa USM. (Principal – Undergraduate, YKT305 Kajian Bebas: Matrix No. 115415)
31. Fatin Afifah Binti Mohd Anuar (February 2015 – August 2015t) Gen Y dan Obsiti Terhadap Media Sosial di Sekitar Sg. Dua, Pulau Pinang. (Principal – Undergraduate, YKT305 Kajian Bebas: Matrix No. 115410)
32. Azizah Binti Mohamad Zamry (February 2015 – November 2015) Peranan Media Sosial Dalam Menyampaikan Maklumat Kepada Remaja: Kajian Kes Polis Di Raja Malaysia (PDRM). (Principal – MA in Integrated Marketing Communication: S-KOM0071/13)
33. Nurul Hanani Binti Omar (February 2015 – November 2015) The Implementation of Social Media Campaign in TV Alhijrah and the Viewership Engagement in Social Media. (Principal – MA in Integrated Marketing Communication: P-KOM0031/13)
34. Kamalavacini a/p Ramanathan (February 2015 – November 2015) Communicating Goods and Services Tax and A Roadmap for Improvement: An Exploratory Study on the Implementation of GST in Malaysia. (Principal – MA in Integrated Marketing Communication: S-KOM0101/12)
35. Yamunah a/p M. Mohan (February 2015 – November 2015) Public Relations Practitioner Role in Handling Crisis: Public Relations Perspective. (Principal – MA in Integrated Marketing Communication: P-KOM0052/13)
36. Jude Benjamin Lisa (September 2014 – November 2015) A Case Study on PLCs in Malaysia: Branding Corporate Social Responsibility. (Principal – MA in Integrated Marketing Communication: P-KOM0016/13)
37. Kumutha a/p Vejeayan (September 2014 – November 2015) Corporate Social Responsibility and SMEs in Malaysia: Understanding the Practice, Challenges and Barriers Experienced by SMEs when Implementing CSR. (Principal – MA in Integrated Marketing Communication: S-KOM0099/12)

38. Prithi Sharma a/p Sathia Pal (February – November 2014) MH370: Crisis Communication Response Analysis and Issues. (Principal – MA in Integrated Marketing Communication: S-KOM0035/12)
39. Elmy Fairuz Bin Azmi (February – November 2014) An Unvoiced Complaint: An Exploratory Study of Unifi Complainers and Non-Complainers. (Principal – MA in Integrated Marketing Communication: S-KOM0026/12)
40. Zubair Mahmood (February 2014 – waiting for viva) Uses of Facebook among University Students in Pakistan: A Uses and Gratifications Approach. (Principal – PhD by Research: P-Kod0004/14(R))
41. Yeni Rosilawati (February 2014 – 25.5.2017 viva) Public Relation's Role in Corporate Social Responsibilities (CSR) Strategies on Various Industry (Case Study-Owned And MNC Companies In Indonesia). (Principal – PhD by Research: P-Kod0005/14(R))
42. Nur Nasliza Arina Binti Mohamad Nasir (Disember 2013 – current) Pengaplikasian Etika Kerja Islam Oleh Pengamal Perhubungan Awam: Kajian Kes Ke Atas Organisasi Berteraskan Islam Di Malaysia. (Principal – PhD by Research: P-KOD0008/13(R))
43. Fatimah Binti Haji Saidin (Oktober 2013 – November 2014) Novel Sebagai Agen Komunikasi; Kajian Teori Transportasi Ke Atas Kesan Pembacaan Novel Dalam Kalangan Remaja. (Principal – MA Mixed-Mode: S-KOM0088/12)
44. Jamsari Bin Hashim (April 2013 – current) Social Media Use Among Public Relations (PR) Practitioners in Malaysia's Public Listed Companies (PLCs): Examining the Antecedent of Usage and the Moderating Effects of Niches. (Co-Supervisor - PhD by Research: P-KOD0004/13(R))
45. Norizah Binti Ahmad, (October 2012 – viva 6.12.2016) Sensemaking Oleh Pengamal Perhubungan Awam Di Malaysia: Kajian Kes Terhadap Krisis Organisasi Oleh Media Sosial. (Principal - PhD by Research: P-KOD0013/12(R))
46. Yani Hendrayani Hidayat (August 2012 – waiting for viva) Kelestarian Pembangunan di Indonesia: Satu Kajian Kes Tanggungjawab Sosial Korporat (CSR). (Co-Supervisor – PhD by Research: P-KOD0008/12(R))
47. Tengku Adrian Bin Tuan Ismail (February 2012 – April 2014) Public Relations vs. Advertising. (Principal – MA in Integrated Marketing Communication: P-KOM0025/12)
48. Azizah Binti Wahid (February 2012 – September 2013) Public Relations Role of Government-Linked Companies in Green Initiative: Case Study on Felda Global Ventures Holding Berhad and Petrolliam Nasional Berhad. (Principal – MA in Integrated Marketing Communication: P-KOM0043/12)
49. Karmilah Binti Abdullah (September 2011 – April 2014) Peranan Pengamal Perhubungan Awam di Malaysia Green Technology Corporation dalam Mempromosikan Teknologi Hijau. (Principal – MA in Environmental and Sc. Journalism: P-KOM0093/11)
50. Nur Nasliza Arina Binti Mohamad Nasir (September 2011 – September 2013) Perbandingan Penggunaan Facebook dan Media Massa oleh Badan Bukan Kerajaan Alam Sekitar (ENGO) Dalam Menyampaikan Mesej Alam Sekitar kepada Masyarakat. (Principal – MA Mixed-Mode: P-KOM0089/11)
51. Ilma Rofini Binti Isnin (Feb 2011 – current) CSR – The Malaysian Perspective. (Principal - PhD by Research: S-KOD0028/11(R))
52. Bai Shuliang (Feb 2011- March 2017) Dialogic Public Relations Practice Through Corporate Websites of Manufacturing Corporations in China (Principal - PhD by Research: P-KOD0022/11(R))

53. Methawee Kaeosanit (Nov 2011 – April 2015) Public Relations Strategies for Building University Participation with Community: A Case Study of Southern Rajabhat Universities, Thailand. (Principal – PhD by Research: P-KOD0039/11(R) (Graduate on Time)
54. Mahadevan Krishnan (June 2010 – April 2015) Strategic Social Responsibility: Proposing a Framework for Small and Medium Industries (SMES) from the Perspectives of Public Relations. (Principal – PhD by Research)
55. Paul Gunaselvam a/l Pakimathan (June 2010 – Julai 2014) A Comparative Study On The Effect Of Attitude And Culture Towards Self-Disclosure In Interpersonal Communications Process On Group Dynamics On Malay, Chinese And Indian Undergraduates Students. (Co-Supervisor - PhD by Research: S-KOD0004/10(R)
56. Behnam Safakhah (June 2010 – April 2015) Integrating Environmental Citizenship in Corporate Social Responsibility (CSR): A case study of Multinational Corporations (MMNCS) in Penang. (Principal – MA by Research: P-KOM0007/11(R)
57. Rizky Wisnoentoro (Julai 2009 – Nov 2015) Corporate Social Responsibilities (CSR) Applicative Model for Indonesia, in the Context of Business Interaction within the Ethnic Multiplicity to Maintain the Corporate Reputation. (Co-Supervisor – PhD by Research: S-YD0014/12(R)
58. Gowri Sritharan, Video as a Pedagogical Tool: An Analysis on the Effectiveness of Videos in Environmental Education. (Principal – MA in Environmental and Sc. Journalism)
59. Jauhariatul Akmal Jauhar (April 2010 - March 2011) Penggunaan Facebook oleh Badan Bukan Kerajaan Alam Sekitar (ENGO) Dalam Menyampaikan Mesej Alam Sekitar. (Principal - MA in Environmental and Sc. Journalism)
60. Mahadevan Krishnan (April-2009). Knowledge, Attitude and Willingness to Adopt Environmentally Responsible Behaviour: A Survey among USM Student. (Principal - MA Mixed Mode)
61. Wong Lai Cheng (June-2009). Incorporating Stakeholder Approach in CSR: A Case Study at Multinational Corporations (MNCs) in Penang. (Principal - MA Mixed Mode)
62. Rubiah binti Omar (June-2008) Kesedaran, Penilaian Dan Penerimaan E-Pembelajaran Dalam Kalangan Ahli Akademik Di USM: Satu Tinjauan. (Principal - MA Mixed Mode)
63. Jayamalar Samuel (June-2008) The Effectiveness of Child Sexual Abuse Preventing Video: An Experimental study using Social Cognitive Theory. (Principal - MA Mixed Mode)
64. Sharmini a/p S. Rama Krishnan (March-2008) 'The Role of Media Relations in Corporate Public Relations Practice: A Study on 15 Public Listed Companies in the Klang Valley. (Co-supervisor: Pn Kamaliah Siarap – MA by Research)

THESIS EXAMINER:

1. Syamsul Zahri Subir (February 2018) 'Melayu Queer': An Analysis Of Trends, And Representations In The Coverage Of Homosexuality In Two Malay Language Newspapers And The Renegotiation Of Contested Coverage Of The Representations". (PhD Universiti Utara Malaysia)
2. Liew Soon Cheong (September –January 2018) Adoption Of FB In Animal Welfare Non-Governmental Organisations In Malaysia From PR Perspective (M.A in Integrated Marketing Communication Universiti Sains Malaysia)

3. Maria Anastasia De Souza (September 2015- January 2018) Building Brand Equity Through Corporate Social Responsibility: A Case Study On Petronas. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
4. Asiah Mion (September 2016 - January 2018). Meneroka Periklanan Islamiah berteraskan amalan Maqasid Syariah di Malaysia (M.A in Integrated Marketing Communication Universiti Sains Malaysia)
5. Avashni Reddy Moonasamy (March 2017) An Investigation into How Reputational Management Could Be Used To Promote The Image Of Basic Education in uThungulu (Doctor of Philosophy. Communication Science. University of Zululand. Africa)
6. Liew Soon Chong (September – January 2018) The Role of Public Relations in Non-Government Organisation (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
7. Maria Anastasia De Souza (September 2015- January 2018) Building Brand Equity Through Corporate Social Responsibility: A Case Study On Petronas. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
8. Mohd Hafizz bin Abdullah (September – January 2018) Examining The Effect of Endorser (Religious Icon) Appear at Cover Page Influence The Consumers Buying Intentions (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
9. Noor Diyana Binti Mohd Roni (September – January 2018) Analisis Perbandingan Elemen Patu Syariah Dalam Filem Islamik Indonesia Dan Malaysia: Kajian Kes Filem 99 Cahaya Di Langit Eropah (2013) Dan 7 Petala Cinta (2012) (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
10. Syazana Ayuni Shahrudin (May 2017) Exploring Crisis Communication Strategies In Social Media : Lessons From Malaysia Airlines (MA in Communication: Universiti Sains Malaysia)
11. Siti Aishah Chu Abdullah (January 2017/March 2018) Integrated Marketing Communication: A Study of Malaysian Public and Private Institutions of Higher Education. (Doctor of Philosophy. Universiti Sains Malaysia)
12. Rohana Binti Mijan (November 2016) Pembangunan Jenama Perusahaan Kecil dan Sederhana: Analisis Sumber Jenama Dalam Syarikat Berorientasi Jenama di Malaysia (Doctor of Philosophy. Universiti Sains Malaysia)
13. Chan Tak Jie (Oktober 2016) Relationship Between Corporate Social Responsibility (CSR) Practices And Job Satisfaction Of Employees In Universiti Putra Malaysia (Master of Science. Universiti Putra Malaysia)
14. Shobiye Toyin Esther (2016) A Comparative Study of Viewers Attitude Towards Commercial Advertising Interruptions in Public Television Programmes. (Doctor of Philosophy. Communication Science. University of Zululand. Africa)
15. Julastri Ibrahim (2016) Amalan Tanggung Jawab Sosial Korporat (CSR): Kajian Terhadap Proses Pembuatan Keputusan dan Akauntabiliti Pelaksanaan Program Amal Oleh Stesen TV Swasta. (PhD Universiti Utara Malaysia)

16. Muhamad Haziq (2016) Pelaksanaan Konsep Pemasaran Bersepadu (IMC) di dalam Organisasi: Satu Kajian Terhadap Rampley Food Processing Sdn. Bhd. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
17. Srishakthi Panchannazan (2015) Role of Integrated Marketing Communication In Campaign Planning: A Comparative Case Study of Two Local Agencies in Malaysia. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
18. Nurul Ain Nadhirah Binti Basharludin (2015) Pengaruh Komunikasi Dalaman Terhadap Komitmen Pekerja Di Dalam Organisasi: Kes Kajian Bernama Johor. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
19. Rosmiza Binti Bidin (2014) Management Perspectives On Corporate Identity Elements: A Qualitative Study of The Malaysian GLCs. (Doctor of Philosophy. Universiti Sains Malaysia)
20. Ayoub Zareie (2014) 'A Room of One's Own' A Phenomological Study of The Meaning and Experience of Iranian Women Bloggers. (Doctor of Philosophy. Universiti Sains Malaysia)
21. M.R. Metso (September 2014) An Evaluation of New Technology in Journalism: A Study on the Impact of New Technology on the Information Bill in South Africa. (Doctor of Philosophy. University of Zululand.Africa)
22. Chamil Wariya (September 2014) Strategi Komunikasi Politik: Satu Kajian Kritikan Retorikal Neo-Aristotelean Wacana Deliberatif Najib Razak Di Perhimpunan Agung UMNO, 1988-2013. (Doctor of Philosophy. Universiti Sains Malaysia)
23. Syahrudin Bin Ag Ahmad (September 2014) Wacana di Laman Blog dan Pembentukan Pendapat Umum Terhadap Kerajaan. (Doctor of Philosophy. Universiti Sains Malaysia)
24. Tan Ling Ling (June 2014) Analysing Integrated Marketing Communication Strategies in Enhancing Customers Loyalty: A Case Study of AmBank (M) Berhad. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
25. Efina Binti Hamdan (June 2014) The Role of Social Media in Aviation Industry: A Case Study of Firefly Airline. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
26. Mohd Rashidi Bin Johari (Jan 2014) Exploring Tourist Experience and Satisfaction Based on Expeeriential Marketing: A Study on Langkawi Tourists. (M.A in Integrated Marketing Communication. Universiti Sains Malaysia)
27. Suriati Binti Saad (June 2009) Communication Efficiency and Effectiveness and The Use of ICT in Tertiary Teaching-Learning Environment: A Case Study among USM Students. (M.A Mixed Mode. Universiti Sains Malaysia)
28. Ng Miew Luan (Nov 2009) Pemaparan Akhbar Berlainan Bahasa di Malaysia Tentang Kejadian Demonstrasi Gerakan Reformasi Malaysia pada Tahun 1998: Satu Kajian ke Atas Utusan Malaysia dan Sin Chiew Jit Poh. (M.A by Research. Universiti Sains Malaysia)
29. Rosli bin Mohamad (Nov 2006) 'Iklim Komunikasi dan Pencapaian Organisasi. Kajian Kes di antara Dua Buah Organisasi Awam Malaysia. (Doctor of Philosophy. Universiti Sains Malaysia)
30. Teh Su Yen (Oct 2010) Signalling in Corporate Brand Building of KFC in Malaysia Through Corporate Social Responsibility. (M.A Mixed Mode. Universiti Sains Malaysia)
31. Ang Pit Chze (Oct 2010) Innovative Public Relations for Publics. A Case Study of Kurnia Insurance (M) Sdn. Bhd. (M.A Mixed Mode. Universiti Sains Malaysia)
32. Lusiana Andriani Lubis (September 2010) Persepsi Tionghua dan Peribumi Terhadap Interaksi Komunikasi Antara Budaya di Sumatera Utara: Satu Kajian Kes di Bandar Medan. (Doctor of Philisophy. Universiti Sains Malaysia)

33. Siti Asma' bt Mohd Rosli (November 2010) Tahap Homogeniti-Heterogeneiti komunikasi Antarbudaya Pengusaha Homestay dan Pelancongan Asing: Satu Pendekatan Taksonomi Lawrence E. Sarbaugh. (MA by Research. Universiti Sains Malaysia)
34. Dewi Kurniawati (May 2012) Pemasaran Sosial dan Alam Sekitar di Indonesia. Satu Kajian Kes Kualitatif Peranan Pemimpin Pendapat di Langkat Sumatera Utara. (Doctor of Philosophy. Universiti Sains Malaysia)

CONFERENCES, SEMINARS, WORKSHOPS, TALK AND COURSES ATTENDED:

As Paper Presenter/Speaker/Chairman/Moderator/Course Director/Organizing Committee/Advisor, Participant and other status

1. Invited Speaker for A Spectrum of Opportunities for Public Relations Research in the Fourth Industrial Revolution. Title: Transnational Research on CSR Preferences of Young Job Seekers in Different Cultures. Organized by Institute of Public Relations Research Symposium in Malaysia and Universiti Teknologi MARA. November 9, 2017. Dewan Sri Budiman. UiTM Shah Alam.
2. Invited Speaker The Future of Communication Education at Komunikasi Dalam Membangun Kebersamaan dan Kemajemukan Bangsa 2017. 4th October 2017 Organized by ASPIKOM. Venue Universitas Kristen Satya Wacana.
3. Invited Speaker Dynamic and Development of Media Research and Public Relations. Faculty of Social and Political Sciences. Universitas Sebelas Maret. Solo. Indonesia 3rd October 2017.
4. Invited Panel for Public Relations Industry Forum. Title: Is Public Relations Education Meeting the Expectation of the Industry? 13 December 2016 at Tunku Abdul Rahman University College. Kuala Lumpur
5. Participant of Institute of Public Relations Research Symposium. Organized by Institute for Public Relations New York and Singapore Management University Singapore. October 7 2016. Singapore Management University
6. Keynote for International Conference of Communication, Industry and Community (ICCIC Bali, Title: Communicating Through CSR: Merging Industry and Community For Sustainable Tomorrow. Indonesia 3-4 March 2016. Organized by Universiti Tarumanegara
7. Konsultan Bengkel Pengurusan Komunikasi Strategik untuk Program Felo Muda Dakwah Tahun 2015. 19-20 Ogos 2015. Regency Hotel, Kuala Lumpur. Anjuran Yayasan Dakwah Islamiah Malaysia.
8. Penceramah, Seminar USR-CSR – Rethoric or Reality: A Way Forward for 3C. 25 Mei 2015. Dewan Auditorium INFORMM. Anjuran Bahagian Jaringan Industri dan Masyarakat (BJIM) Universiti Sains Malaysia.
9. Invited Speaker for Bengkel Kecemerlangan dan Pembangunan Diri Staf BJIM 2014, 16 Disember 2014, Kompleks Cahaya Siswa, USM. Organized by BJIM, USM.
10. Moderator for Public Relations Colloquium 'Managing Crisis in Digital Media Environment', 4 Disember 2014, Faculty of Communication and Media Studies, UiTM. Organized by Faculty of Communication and Media Studies, UiTM.
11. Paper Presenter for Seminar Kebangsaan Media dan Dakwah (SMED 2014), 12 September 2014, Universiti Sains Islam Malaysia (USIM). Organized by Universiti Sains Islam Malaysia (USIM).
12. Participant for Workshop on Qualitative Data Analysis Using ATLAS.ti 7, 18-19 October 2014, University Malaya, Kuala Lumpur. Organized by Panalopy Consultancy.
13. Paper Presenter for 3rd International Conference on Social Responsibility, Ethics, and Sustainable Business, 9-10 October 2014, Barcelona, Spain. Organize by Blanquerna School of Communication and International Relations, Ramon Llull University, Barcelona, Spain.
14. Colloquium Speaker on Promoting CSR to University Students, 16th September 2014. Organized by Faculty of Business Administration and Communications Sciences, Indonesian Catholic University Atmajaya.
15. Participant for International Conference on Engaged Learning & ICTD in the University Curriculum, 3-5 June 2014, Concorde Hotel, Shah Alam, Malaysia. Organized by Asian Institute for Development Communication (AIDCOM).
16. Participant for Asia Wireless Infrastructure Seminar: Package Strategy for Disaster Risk Reduction with Wireless Infrastructure, 15 April 2014, Bilik Mesyuarat Pusat Komputer, USM. Organized by Japan International Cooperation Agency (JICA).

17. Paper Presenter for International Conference On Social Cohesion In Malaysia, 18-19 March 2014, Seri Pacific Hotel, Kuala Lumpur. Organized by Institute of Ethnic Studies (KITA), The National University of Malaysia (UKM).
18. Invited Speaker for IMC Postgraduate Colloquium, School of Communication. 27-28 September 2013.
19. Committee Member and Paper Presenter for International Seminar on Landslide Research: Malaysia-Japan. Universiti Sains Malaysia. 16-17 November 2013.
20. Participant for Seminar on Doing Business in Malaysia. Universiti Sains Malaysia. 7 October 2014.
21. Participant for Islamic Tourism Seminar. 27 June 2014. Flamingo Hotel, Penang. Organized by PIHH Development Sdn. Bhd.
22. Invited Speaker for Bengkel Corporate Conscience Circle (3C). Bahagian Jaringan Industri & Masyarakat. 26 June 2013.
23. Invited Speaker for Forum Kecemerlangan Pelajar Melalui Sisipan Pendidikan Akhbar. Program Sembang Pendidik. The New Straits Times Press (M) Berkad, Penang. 25 June 2013.
24. Invited Speaker for 9th Postgraduate Colloquium, School of Communication. 22-23 June 2013.
25. Participant for Leadership Training on Building World Class Universities. 17-18 June 2013. AKEPT, Bandar Enstek, Negeri Sembilan. Organized by Higher Education Leadership Academy (AKEPT).
26. Participant for Training at NIED and Joint Meeting at The University of Tokyo. 3-6 June 2013. Organized by The Universiti of Tokyo.
27. Participant for Bengkel Pihak Berkepentingan Draf Standard Program: Pengajian Media dan Komunikasi. 15 April 2013. Grand BlueWave Hotel, Shah Alam. Organized by Agensi Kelayakan Malaysia.
28. Participant for International Dean's Course South East Asia 2012/2013 Part III, 26-30 February 2014, Jogjakarta, Indonesia. Organized by DAAD Deutscher Akademischer Austauschdienst.
29. Committee Member for International Congress on Social Sciences and Business (ICSSB 2013). Taipei, Taiwan. 8-10th January, 2013.
30. Invited Speaker for 2nd Global Congress for Muslim PR Practitioners, 8-13 December 2012, Tehran Iran. Organized by Kargozar Public Relations, Iran.
31. Participant, National Seminar for MQA Panel of Assessors. Gurney Hotel. 19th November 2012
32. Moderator for Keynote Speaker. Conference on Re-thinking Multiculturalism: Media in Multicultural Society. Universitas Muhammadiyah Yogyakarta. 7-8th November 2012. ISBN 978-602-7636-27-9
33. Participant for International Dean's Course South East Asia 2012/2013 Part II, 23-26 Oktober 2012, Bangkok, Thailand. Organized by DAAD (Deutscher Akademischer Austauschdienst).
34. Participant for International Dean's Course South East Asia 2012/2013 Part I, 18-28 June 2012, Osnabruck and Berlin, Germany. Organized by DAAD (Deutscher Akademischer Austauschdienst).
35. Invited Speaker for Malaysian Forum on Business Sustainability: Governance, Responsibility, and Profit. Title 'A Dialogue on Sustainability: From Aspiration to Pragmatic Application'. Sime Darby Convention Centre. Kuala Lumpur 24. May. 2012. Organize by Minority Shareholders Watchdog Group (MSWG) and Perception Management International.
36. Presenter, 'The Positioning of CSR in Media Reporting: A Case Study in Malaysia'. 11th International Corporate Social Responsibility Conference. 8-10 May 2012. Faculty of Business Studies, Lahti University of Applied Sciences. Finland. ISSN 2024-0806
37. Invited Speaker for Economics and Business Administrative Faculty, Yildiz University Istanbul. Turkey. Title - The Relevance Of Social Media To CSR Practice: A Malaysian Perspective. 21st December 2011.
38. Co-Editor, Special Edition Report 2007-2011, School of Communication. Universiti Sains Malaysia.
39. Invited Speaker for Accounting and Finance Department, Faculty of Business and Law, De Montfort University. UK. Title - Incorporating Media in Corporate Social Responsibility Practice: A Scenario in Malaysia. 25th October 2011.
40. Co-author for paper Intercultural Relationship in Computer-Mediated Communication. A Time-Series Experiment. Paper presented in Seminar on New Media and Islamic Issues, 26th September 2011, IIUM, Kuala Lumpur.
41. Chairperson for Parallel Session, International Conference on Organisational Governance Crises: Causes, Effects and Solutions. The Centre for Research into Organisational Governance. De Montfort University. United Kingdom 15th September -16th September 2011. ISBN 9781857214123

42. Moderator for Parallel Session on Media and Quality of Life – The Asian Congress for Media and Communication 2010 International Conference 28-30th October 2010 at USM
43. Repertoire for Parallel Session on Landslides and Disaster Management for Second ASIAN Heads of Research Councils (ASIAHORCS) Joint Symposium. Natural Disaster Management: Lessons Learnt & Shared Best Practices. 'Knowledge, Attitude and Practice: An Empirical Investigation on Landslide Issues in Pos Dipang.1-3 November 2010. ISBN 978-967-0167-01-5
44. Poster Presenter of Nemgrads Projects at USM BJIM exhibition during Public Talk by Mechai Varidvadya on 4th October 2010.
45. Presenter, Second ASIAN Heads of Research Councils (ASIAHORCS) Joint Symposium. Natural Disaster Management: Lessons Learnt & Shared Best Practices. 'Knowledge, Attitude and Practice: An Empirical Investigation on Landslide Issues in Pos Dipang.1-3 November 2010. ISBN 978-967-0167-01-5
46. Presenter, International University Social Responsibility Conference & Exhibition 2010. 'The Importance of CSR to be Embedded in Public Relations Curriculum. Universiti Teknologi Malaysia. PWTC. Kuala Lumpur. 4-6th October 2010.
47. Chairperson for Parallel Session on CSR Ethics and Responsibility on 9th International Conference on Corporate Social Responsibility. School of Economics. University of Zagreb. Croatia 16th June -18th June 2010
48. Presenter, 9th International Conference on Corporate Social Responsibility. 'The CSR efforts by University in Malaysia for the Environment: An Analysis'. School of Economics. University of Zagreb. Croatia 16th June -18th June 2010
49. Invited Speaker for International Seminar on Current Trend in Higher Education: Problems and Prospects at Politeknik Medan (Polmed) 21 May 2010
50. Presenter, International Conference on Communication Dynamics (ICCD) 2010. 'Media Role in Environmental Literacy: A Comparative Study of Northern and West Coast Region' 5-6 April 2010. Centre for Language and Human Development. Universiti Teknikal Malaysia Melaka (ISBN 979-983-2948-75-9)
51. Jamilah Ahmad & Habibah Lateh, International Conference on Communication Dynamics (ICCD) 2010. 'Students Knowledge, Attitude and Perceptions on Landslides Issues in Malaysia' 5-6 April 2010. Centre for Language and Human Development. Universiti Teknikal Malaysia Melaka. Pp 127-148 (ISBN 979-983-2948-75-9)
52. Moderator for Institute of Public Relations Students Association Seminar, Public Relations Education: Challages and Role. Faculty of Communication and Media Studies. UiTM. 2 February 2011.
53. Presenter, Social Responsibility of University: The Way Forward. The 1st ICBB and CSR-UN Conference. STIE Perbanas. Surabaya. 23-24th February 2010 (ISBN 978-979-95679-3-2)
54. Invited Moderator for National Seminar on Creativity and Innovation: The Role of Public Relations. Faculty of Communication and Media Studies. UiTM. 27 March 2010.
55. Co-author, International Conference on Communication and Environment. 'Environment Issues and the Malaysian Media: A Study of the Malaysian Television Audience'. 9-11 December 2009. School of Communication. USM. Penang. Malaysia
56. Co-author, (2009) International Conference on Communication and Environment. 'Rural-urban Differences in Environmental Knowledge, Attitudes and Practices among Malaysians'. School of Communication. USM. Penang. Malaysia.
57. Poster Presenter, University-Community Engagement Conference for Sustainability. 'Kick-off Green Generation Campaign: A Case Study in Universiti Sains Malaysia'. Industry and Community Network Division, USM. 23-26th November 2009.
58. Poster Presenter, South China Sea Tsunami Workshop 3 (SCSTW3). 'Landslide Awareness and Preparedness' Eureka, Universiti Sains Malaysia. 3-5th November 2009.
59. Presenter, Seminar 'Peranan Komunikasi dalam Konflik, Keharmonisan dan Kesejahteraan', Fakultas Ilmu Komunikasi, Universitas Mercu Buana, Jakarta. Indonesia 4 November 2009.
60. Presenter, 'Public Relations and Future Direction' Department of Communication, Faculty of Social and Political Science, Gadjah Mada University, Yogyakarta. Indonesia. 23 October 2009.
61. Invited Moderator for Communication Department Research Seminar, 'How Indonesian Bloggers Empower Civil Society' and 'Development Information, Mass Media and Society' Department of Communication, Faculty of Social and Political Science, Gadjah Mada University, Yogyakarta. Indonesia. 22 October 2009.
62. Invited Speaker for International Seminar, Rethinking Indonesia: Political Transitions and Policy Changes. 'Managing Political Information: A Malaysian Perspective. Gadjah Mada University, Yogyakarta. Indonesia. 22 October 2009
63. Invited Speaker for International Seminar, Public Relations and Community Relations Seminar. 'Public Relations Education and Community Relations in Malaysia'. 5th August. Organised by

- Industry and Community Network Division, USM; The Federation of ASEAN Public Relations and Public Relations Institute of Iran. DPU. USM 5th August 2009
64. Presenter, Econ PR 2009. 'Public Relations Role In Times of Economic Downturn: Malaysian Case' 28 July – 1st September. University of Economics, Poznan. Poland 2009
 65. Invited Chairperson, session for Ethics, Reputation and CSR in Economically Turbulent Times at Econ PR 2009. 28 July – 1st September. University of Economics, Poznan. Poland 2009.
 66. Presenter, 7th Biennial Conference of the Asian Communication Association PACA. 'Public Relations and Communication Strategies Role in Promoting and Defending Totally Different Socio-Economic Models' Universiti Putra Malaysia. 10-12 January 2009.
 67. Presenter, 'Dealing with Media Corporate Social Responsibility CSR in Malaysia: Myth and Practices' The ANZCA 2008 Conference. University of Massey. New Zealand. 8th – 11 July 2008.
 68. Presenter, Seminar Media, Masyarakat dan Alam Sekitar. 'Tinjauan Awal Pembinaan Makna Audiens Malaysia Terhadap Isu Alam Sekitar. 23 Disember 2008. Hotel Vistana. Pulau Pinang.
 69. Presenter, Seminar Media, Masyarakat dan Alam Sekitar. 'Pengetahuan Sikap dan Amalan Masyarakat Malaysia Terhadap Isu Alam Sekitar': Kajian Awal. 23 Disember 2008. Hotel Vistana. Pulau Pinang.
 70. Presenter, 'The Role of Public Relations Agency in promoting Malaysia as Tourist Attraction in China. Proceedings of The National Symposium on Tourism Research. USM Penang 26 July 2008. ISBN 978-983-3986-32-2
 71. Presenter, 'An in-depth Study of Journalists and Scientists Interactions" National Conference on Environment and Health 2008. 29-30 Oktober 2008. Kota Bharu.
 72. Presenter, 'The Need for A Consensus on a Public Relations Curriculum: An indepth Examination. Public Relations Education Landscape in Malaysia Seminar 2008. Seminar Hall UiTM. Shah Alam. 22 October 2008.
 73. Presenter, 'The Role of Media Relations in Corporate Public Relations in Malaysia'. The International Conference on Communication and Media 2008. Kuala Lumpur. 14-16 June 2008. CSR.
 74. Presenter, Public Relations Week 2008: Turning Costs into Investment through Strategic Corporate Citizen and Responsible Corporation. Jakarta. 27-29 May 2008.
 75. Guest Lecturer. Kursus Sijil Pengajaran dan Pembelajaran USM. Bilik Persidangan Ibn Khaldun. IPS, USM. 13 June, 2008.
 76. Guest Lecturer. Introduction to Investor Relations for Executive Diploma in Public Relations. Universiti Utara Malaysia. 26 - 27 April 2007.
 77. Hasrina, M., Mohammad Z., Shanti B., Jamilah A., (2007) A Survey on Malaysian on Perceptions and Views Towards America in the Aftermath of September 11, 2001. WCA 2007 Conference, Brisbane, July 2007. wcaweb.org/Conferences/WCA07/paperdoc.html
 78. Guest Lecturer. Kursus Sijil Pengajaran dan Pembelajaran USM. Bilik Seminar, Pusat Pengajian Kejuruteraan, Elektrik dan Elektronik, USM. 20 May, 2008.
 79. Guest Lecturer. Kursus Sijil Pengajaran dan Pembelajaran USM. Bilik Persidangan Ibn Khaldun. IPS, USM. 13 May, 2008.
 80. Presenter 'Kursus Perucapan Awam' for Administrative Staff, USM (DG41-44). Unit Latihan. Bilik Persidangan Cenpris USM. 12-13 March 2008.
 81. Participant. MS Word Workshop - Advance. Pusat Pengetahuan Komunikasi dan Teknologi, Aras 2 Bangunan Eureka, USM. 28-30 January 2008.
 82. Participant. MS Power Point- Advance. Pusat Pengetahuan Komunikasi dan Teknologi, Aras 2 Bangunan Eureka, USM. 24-25 January 2008.
 83. Participant. MS Out Look XP Workshop. Pusat Pengetahuan Komunikasi dan Teknologi, Aras 2 Bangunan Eureka, USM. 22 January 2008.
 84. Panelist: Graduate Colloquium. School of Communication. Studio Penggambaran. USM. 18-19 January 2008.
 85. Presenter, 'Reengineering the Undergraduate Public Relations Curriculum in Malaysia'. The Global Public Relations: The Impact of Globalization on Public Relations, 5 -8 July, 2007. Slovenia.
 86. Presenter, Kursus Kaedah Penyelidikan USM 25-29 Jun 2007.
 87. Presenter, Kursus Pengajaran & Pembelajaran USM. 28-9 Jun 2007.
 88. Presenter, Kursus Kaedah Penyelidikan Fellow RLKA USM. 3 – 16 May 2007.
 89. Presenter, Solls.iNTEC Conference, Universiti Kebangsaan Malaysia, Sheraton Subang. 15-17 May 2007.
 90. Panelist: Graduate Colloquium. School of Communication. Training Room IPS, USM. 11 February 2007

91. Presenter, e-learning Conference, Universiti Kebangsaan Malaysia, Renaissance Kuala Lumpur. 9-10 December 2006
92. Invited Speaker, Communicating Health Issues The 3rd International Conference on Role of Public Relations in Disseminating Bird Influenza Diseases in Malaysia. Kargozar Public Relations, Tehran, Iran, 16-17 November 2006.
93. Participant, Scientific Writing Workshop, School of Social Science, USM. 28-30 August 2006
94. Participant, Research Design & Methodology Workshop, Pusat Pengajian Siswazah, USM. 29-2 June 2006
95. Participant, Thomson Journal Workshop 2005, Bangunan Eureka, USM. 16-17 July 2005
96. Participant, AMIC Conference, Equatorial Hotel, Penang. 17-20 July 2006
97. Participant, Bengkel Penulisan Ilmiah, Universiti Sains Malaysia. 4-5 July 2006, Unit Latihan USM.
98. Presenter, Siri Bengkel Disertasi, Kaedah, Instrument & Analisa Data, Pusat Pengajian Komunikasi, USM. 13-14 Februari 2006.
99. Participant, The Superlative Annual Brand Marketing Conference 05. Holiday Villa Subang, 27 - 28 November 2005.
100. Presenter, Isu Wanita dalam Perhubungan Awam, Seminar Wanita Profesional, Universiti Malaya, 29-30 November 2005
101. Participant, IPRM Accreditation Dialogue. Armada Hotel, Petaling Jaya. 1 October 2005.
102. Speaker, Kursus Pengucapan Awam dan Komunikasi, Pusat Pentadbiran Kerajaan, Perbadanan Putrajaya, 28 August 2001
103. Jury, Pertandingan Pidato Peringkat Sekolah, UiTM, 20 August 2001
104. Participant and Invited Guest, A Talk on Publicity, Media and Methods, UiTM 26 February 2001
105. Speaker, Kursus Isteri-Isteri Pegawai Tertinggi Kerajaan Malaysia, INTAN, 13 March 2001
106. Participant, JAMCO International Symposium: " Positioning Asian TV in the Century" Legend Hotel, 26 February 2001
107. Participant, Proses Pengurusan Sistem Akademik UiTM, Renaissance Palm Garden Hotel, Putrajaya, 12–13 February 2001
108. Participant, Seminar Perhubungan Awam, Jabatan Komunikasi, Universiti Kebangsaan Malaysia, Bangi, 10 February 2001
109. Participant, Communication Project Workshop 2000, 6-8 September 2000, FSA Genting Highland, Pahang, 24 September 2000
110. Participant, The Star: Press Insight Workshop, Easting Hotel, Petaling Jaya, 24 September 2000
111. Participant, Forum Perhubungan Awam, FSA, UiTM, 7 July 2000
112. Participant, Qualitative and Organization Studies: A Review and A Critique BLPS, UiTM, 2 June 2000
113. Panel, Public Relations Forum, Admin. And Law Faculty, UiTM, 15 December 1999
114. Participant, Kursus Asas Pengajaran Umum, PSPP, UiTM, 22–27 November 1999
115. Participant, Forum Pengurusan Krisis, FSA, UiTM, 28 August 1999
116. Participant, Using Cooperative Learning in Teaching, PSPP, UiTM, 10 July 1999
117. Participant, Ceramah Umum Nilai dan Etika, BLPS, UiTM, 27 April 1999
118. Researcher, The Public Perceptions Study on UiTM, December 1998-May 1999
119. Participant, Flexible Learning Programmed, BLPS, UiTM, 15 April 1999
120. Participant, Program Klinik Lotus Notes, PSMB, UiTM, 18 March 1999
121. Participant, Kursus Induksi Umum dan Khusus, Bahagian Latihan, Kampong Gajah, UiTM. 13-28 November 1998
122. Participant, Seminar Penyelidikan, PSPP, 25 July 1998
123. Participant, Seminar Hasil Penyelidikan, BLPS, UiTM, 20-21 May 1998
124. Participant, Bengkel Penyelidikan Sains dan Sosial, PSPP, 22-23 March 1998
125. Participant, How to Create Your Own Web, FSA, Fakulti Kejuruteraan, UiTM, 13-20 January 1998
126. Participant, Simposium Penyelidikan Komunikasi Ke 5: Globalisasi dan Cabaran Komunikasi Alaf Ke 3, Jabatan Komunikasi, Universiti Kebangsaan Malaysia, Bangi, 17-18 December 1997
127. Participant and Invited Guest, Bengkel Penulisan Komunikasi, Dewan Bahasa dan Pustaka, 8 December 1997
128. Participant, Public Relations Talk, FSA, UiTM, 15 June 1997
129. Participant, Public Relations in Practice, FSA, UiTM, 21 July 1997
130. Participant/Organizing Committee, Projek Jalinan Mesra Anak Yatim Pahang, Majlis Daerah Pahang, January-June 1997
131. Participant, How to Teach Student to Learn, PSPP, 15 May 1997
132. Panel, Public Relations Crisis Talk, PSPP, UiTM, 5 April 1997

133. Participant, Public Relations Seminar, Holiday Inn Subang, Petaling Jaya, 19 February 1997

SERVICE TO UNIVERSITY AND COMMUNITY:

1. Sukarelawan Projek Pembangunan Masyarakat - Program Malaysia-Thailand Development (MTD) anjuran Yayasan Salam Malaysia dan Universiti Utara Malaysia 14-16 April 2017
2. Ahli Jawatankuasa Tetap Penilaian Awal Kenaikan Pangkat Staf Akademik USM 1 Mei 2017- 31 Disember 2017
3. Panel Penilai Permohonan Geran TRGS Bil 1/2016 Peringkat USM.
4. Jawatankuasa MRUN (Malaysian Research University) USM untuk Kluster Sustainable Technology and Natural Disaster 2016
5. Ahli Jawatkuasa IMPACT (Immersion, Appreciation And Tribute Project), School of Communication. 2016
6. Ahli Jawatankuasa Kecil Audit Program 4 Tahun, Pusat Pengajian Komunikasi. USM 2015
7. Ahli Jawatankuasa Penerbitan Universiti, USM 2015
8. Advisor for Pusat Pengajian Komunikasi, Universiti Sains Malaysia (PPK, USM) – Yayasan Orang Kurang Upaya Kelantan (YOKUK), Academic Session 2015/2016.
9. Advisor and Committee Member of 2nd International Conference on Media, Communication and Culture (ICMCC2015). 30 November – 2 Disember 2015). Hotel Vistana, Penang. With Colloboration of School of Communication Universiti Sains Malaysia, Universitas Mercu Buana, and Universitas Muhammadiyah Yogyakarta (UMY).
10. Ahli Jawatankuasa Khas Program Akademik Bersama Universiti Luar Negara. 2015.
11. Sukarelawan USM dalam Operasi Pasca Banjir. Universiti Sains Malaysia. 2015.
12. Ahli Jawatankuasa AD-HOC Mengkaji Pengambilan Pelajar Yang Gagal. (2014-2015)
13. Ahli Jawatankuasa Khas Mengkaji Syarat dan Peraturan Cuti Dengan Kebenaran dan Penangguhan Pengajian. (2014-2015)
14. Panel Hakim, Innovation Pitch Challenge 2014. Anjuran Majlis Perwakilan Pelajar (MPP) dan Secretariat of Novel Research and Innovation Competition (NRIC) 2014, USM.
15. Project Consultant, ADWAVE USM – IWK 2014. Research on Sustainable Environment. February – September 2014
16. Members, Malaysian Association of Women Graduates. 2011 - 2014.
17. Pengerusi Jawatankuasa Penyelarasan Sastera. 2014 – 2015.
18. Ahli Majlis Pengajian Siswazah Transdisiplinari (MPST). 2014 – 2015.
19. AJK Pelaksana APEX 2014 - Extension & Positioning. 2014 – 2015.
20. AJK Penerbitan Universiti (JPU). 2014 – 2015.
21. Pengerusi Jawatankuasa Penyelarasan Sastera Program Siswa Lestari Sidang Akademik 2014/2015.
22. Committee Member, International Seminar on Landslide Research Malaysia – Japan, Universiti Sains Malaysia, 16-17 November 2013.
23. Ahli Majlis Pembangunan Sukan dan Rekreasi Universiti Sains Malaysia. 2013 – 2015.
24. Ahli Majlis Pusat Teknologi Pengajaran dan Multimedia. 2013 – 2015.
25. AJK Induk Taman Rekreasi Universiti Sains Malaysia. 2013 – 2014.
26. Pengerusi Jawatankuasa Kerja Syarahan Umum Pelantikan Profesor Adnan Hussein. 2013 – 2014.
27. AJK Majlis Pemilihan Siswa (MPS) Sidang Akademik 2013/2014.
28. AJK Rayuan Anugerah Sanggar Sanjung (ASS) 2012, 2013, 2014
29. AJK Induk Taman Rekreasi Universiti. 2012 – 2013.
30. AJK Majlis Pemilihan Siswa (MPS) Sidang Akademik 2011/2012.
31. Chairman, Board of Advisors Berita Kampus, School of Communication. 2012, 2013, 2014.
32. Chairman, IMPACT (Immersion, Appreciation And Tribute Project), School of Communication. 2012, 2013, 2014.
33. Advisor, Corporate Video (2011) School of Communication. Universiti Sains Malaysia.
34. School Committee, School of Communication Special Edition Report 2007-2011.
35. Chairman, School of Communication Academic Collaboration Committee. 2012 - 2015
36. Chairman, School of Communication Occupational Safety and Health Committee. 2012 – 2015.
37. Chairman, School of Communication Technical Committee. 2012 – 2015.
38. Chairman, School of Communication KPI / KIP Committee. 2012 – 2015.
39. Chairman, School of Communication Human Resources Committee. 2012 – 2015.
40. Chairman, School of Communication Management Committee. 2012 – 2015.

41. Members of the University Senate. 2012 – 2015.
42. Acting Dean, School of Communication, Universiti Sains Malaysia. 2012.
43. Invited Speaker for Leicester X-Learn 2011. 29 October 2011.
44. Committee Corporate Conscience Circle - 3C BJIM. Since Jan 2010-2012 (Produce promotional materials for projects promotional materials;
 - i. Video and Brochure production for Project Hj Romli Lembah Bujang, Sg Acheh - Title Voices of Lembah Bujang. By 3C-BJIM USM and School of Communication (Jamilah A., & Azizah O., 2010)
 - ii. Video and Brochure production for BJIM Flagship Project on Kampung SMART Team for Kampung Teluk Awak, Teluk Bahang Title Batik Water Waste Treatment. By 3C-BJIM USM, School of Communication and School of Biology (Jamilah A., Sudesh, K., & Azizah O., 2010).
 - iii. Video and Brochure production for Motorola Penang for Motorola Lean Transformation Project Title Wellness Management at Work (Jamilah A., Azizah O., Tang KN., Low HC., & Siti Hasnah H., 2010).
45. Advisor/Organizing Committee 'Motivating Community Towards Sustainability Project' Industry and Community Network BJIM, USM. 22-23 October 2010.
46. Co-Advisor 'Projek Smart team for Batik Waste Treatment' di Kampung Teluk Awak di Teluk Bahang. June 2009-June 2011.
47. Deputy Dean, Industry and Community Network, School of Communication, Universiti Sains Malaysia. 2010 – 2012.
48. Research Committee for Disaster Research Nexus (Nexus Kajian Bencana), School of Engineering. USM since March 2010.
49. Organizing Committee for Exhibition for Public Talk by Mechai Viravaidya and Coffee Table Book Launching by BJIM. USM on 4 October 2010.
50. Committee Member for The Asian Congress for Media and Communication 2010 International Conference 28-30th October 2010 at USM.
51. Organizing Committee for Bengkel Tradisi Rakyat Pulau Pinang. BJIM School of Humanities. 12 May 2010.
52. Advisor/Organizing Committee, NEMGRAD USM – MALAKOFF: Environmental Awareness Project. 'The Corporate Social Responsibility (CSR) Efforts by University to the Environment. (RM25,000.00) November – April 2010.
53. Organizing Committee for IMPACT Week (Immersion Project. Appreciation and Tribute) School of Communication, USM. 31-2 April 2010.
54. Head of Publicity for BJIM Cluster. 2010 – 2011.
55. AJK Pengajian Siswazah. Pusat Pengajian Komunikasi, USM 2009 – 2011.
56. AJK Penyelidikan. Pusat Pengajian Komunikasi, USM 2009 – 2011.
57. AJK Penerbitan. Pusat Pengajian Komunikasi, USM 2009 – 2011.
58. Programme Chairperson, Industry and Community Network, School of Communication, Universiti Sains Malaysia. 2007 – 2009.
59. Deakin Malaysian Alumni Advisory Board.
60. Organising Committee, International Conference on Communication and Environment. 9-11 December 2009. School of Communication. USM. Penang. Malaysia
61. Advisor/Organising Committee, University-Community Engagement Conference for Sustainability. Industry and Community Network Division, USM. 23-26th November 2009.
62. Advisor/Organizing Committee 'Bengkel Kesedaran Kepentingan Hutan Paya Laut Dari Spesis Bakau' BJIM, PPKomunikasi 13-15 November 2009.
63. Organizing Committee for IMPACT Week (Immersion Project. Appreciation and Tribute) School of Communication, USM. 25-27 March 2009.
64. Advisor/Organizing Committee 'Program Pemantapan Komunikasi dan Media' BJIM, PPKomunikasi 14-17 Oktober 2008.
65. Advisor/Organizing Committee 'Kick-of Green Generation' November – April 2009.
66. Organizing Committee for IMPACT Week (Immersion Project. Appreciation and Tribute) School of Communication, USM. 24-28 March 2008.
67. Advisor/Organizing Committee Gift of HOPE Carnival for Differently-able people. November – April 2008.
68. Organizing Committee, launching of the Institute of Public Relations Malaysia Northern Region Chapter. Northam All Suites, Penang. 16 September 2006.
69. Organizing Committee, AMIC Conference 17-19 July 2006, Equatorial Hotel, Penang.
70. Organizing Committee, 35th Anniversary of Communication Studies, USM.
71. Advisor/Organizing Committee, Zoo Negara Carnival, November – April 2006.

72. Organizing Committee, Public Relations National Conference 2001: Economic Challenges in Southeast Asia: New Directions for Public Relations Management, Eastin Hotel, 13-14 August 2001
73. Organizing Committee, Dialog Halatuju Komunikasi, Fakulti Sebaran Am, Hotel UiTM, 19–20 February 2001
74. Advisor/Organizing Committee, Program Larian Sihat Tanpa Ecstasy, Pemuda MCA Selangor, January–August 2000
75. Organizing Committee, Communication Project Workshop 2000, 6-8 September 2000, FSA, Genting Highland, Pahang, 24 September 2000
76. Advisor/Organizing Committee, Malaysian East Timor Friendship Society Project, Malaysian East Timor Society Malaysia, December–March 2000
77. Advisor/Organizing Committee, Kem Padu Jaya Diri 2000, Peretak, Jabatan Perpaduan Negeri Selangor, December-March 2000
78. Organizing Committee, Building Public Relations Campaign, Universiti Teknologi Mara, 12 July 2000
79. Organizing Committee, Forum Perhubungan Awam, FSA, UiTM, 7 July 2000
80. Advisor/Organizing Committee, Projek Cegah Dadah, HIV, Aids, Pink Triangle Malaysia, December 1998 – May 1999
81. Advisor/Organizing Committee, Projek Pembangunan Remaja, Biro Tatanegara, Jabatan Perdana Menteri , Perak, December – May 1999
82. Researcher, The Public Perceptions Study on UiTM, December 1998 – May 1999
83. Advisor/Organizing Committee, Projek Yayasan Salam Malaysia, November – March 1998
84. Advisor/Organizing Committee Projek Penubuhan Kelab Bistari Bandar Shah Alam, Majlis Perbandaran Shah Alam, November – March 1998
85. Organizing Committee, Public Relations Talk, FSA, UiTM, 15 June 1997
86. Organizing Committee, Public Relations in Practice, FSA, UiTM, 21 July 1997
87. Advisor/Organizing Committee, Projek Perasmian Bandar Meru Raya PKNP, Perak, Jun-November 1997
88. Advisor/Organizing Committee, Projek Jalinan Mesra Anak Yatim Pahang, Majlis Daerah Pahang, January-June 1997
89. Organizing Committee, Public Relations in Practice, FSA, UiTM, 21 July 1997
90. Organizing Committee, Forum Isu Sosial di Malaysia, FSA, UiTM, 21 July 1997
91. Advisor/Organizing Committee, Majlis Konvensyen Pelajar antara Varsiti, USM Penang, 3 May 1997

AWARDS:

1. 2012 Best Paper Award for 2nd Global Congress for Muslim PR Practitioners. Paper Title Public Relations Role in Promoting Islamic Product Globally: Malaysian Experiences. Organise by Kargoza Public Relations Institute (KPRI) and International Muslim's PR Practitioners Association (IMPRPA)
2. 2012 Excellent Contributor in the field of Public Relations. Kargoza Public Relations Institute, Iran.
3. 2012 & 2013 Fellowship from Germany Academic Exchange Service (DAAD): Dialogue on Innovative Higher Education Strategies (DIES)
4. 2010 ACU PR, Marketing and Communication Award under Outreach and Community Relations Category. Nemgrads-USM MALAKOFF Environmental Awareness Project 2010. Organised by Association for Commonwealth Universities at Sebel Melbourne. Australia. 22 November 2010
5. 2010 Award winning for Excellent Service for School of Communication. USM
6. 2008 Award winning for Excellent Service for School of Communication. USM
7. 2008 Award winning for Excellent in Teaching under Applied Arts Cluster. USM
8. 2007 fellow of Institute of Public Relations Malaysia (IPRM)
9. 2006 Certificate of Appreciate as International Fellow of Kargoza Public Relations Institute. Iran.