



CURRICULUM VITAE

Personal Details

Name : Lily Suriani Binti Mohd Arif

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Date of Birth : 31st of December 1974

Place of Birth : Seremban, Negeri Sembilan

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Nationality : Malaysian

Date of joining UTM : 1st of February 2000

Current Position : Lecturer

Nationality : Malaysian

Academic Qualification

27th of November 2002 : MA Communication Studies
University of Leeds, UK

Degree project/Thesis:
Virtual University: Is this the end for the Traditional University?

17th of May 1998 : Bsc in Communication (Advertising)
Boston University, MA, USA.

Degree Project / Thesis :
A30 seconds TV Commercial for the US Coast Guard.

1993 : American Degree Preparatory Program
Institut Teknologi Mara (ITM) Seksyen 17, Shah Alam, Selangor

1992 : Malaysian Certificate of Education (SPM)
Sek. Men (P) Sutlan Ibrahim, Johor Bahru, Johor MALAYSIA

1991 : Malaysian Lower Certificate (SRP)
Sek. Men Persendirian St.Joseph Johor Bahru, Johor

Employment History	:	<ol style="list-style-type: none"> 1. July 1997- Julai 1998 – Adlab, Boston, MA, USA (Production executive) 2. July 1999- January 2000 Institut Hospitaliti, Yayasan Pelajaran Johor (Lecturer) 3. Feb 200 – Present Universiti teknologi Malaysia, Skudai (Lecturer)
Interests		Knowledge Management and Knowledge Sharing, Social Capital. Human Communication, Virtual Communication, Computer Mediated Communication, Organizational Communication, New Media
Paper Presented/Conference/ Workshop	:	<ol style="list-style-type: none"> 1. Bengkel Kerjaya FPPSM di Rumah Alumni 2006 – 20 September 2006. 2. Seminar Kebangsaan Pengajian Umum 2006, Hyatt Regency Johor Bahru 13-14 Jun 2006 –co-Author- Kertas Kerja : Pelaksanaan Mata Pelajaran Umum Universiti Bahasa Inggeris : Satu Kajian di Universiti Teknologi Malaysia, Skudai Johor 3. Seminar Kebangsaan Pengajian Umum 2006, Hyatt Regency Johor Bahru 13-14 Jun 2006 –co-Author- Kertas Kerja : Nilai Tambah yang diperolehi melalui Penerapan Kemahiran Generik dalam Mata Pelajaran Umum Universiti: Kajian di Universiti Teknologi Malaysia, Skudai 4. NASDEQ 2006, Grand Season Hotel, Kuala Lumpur 8-9 Ogos 2006. Kertas Kerja:- Peranan Majlis Perwakilan Pelajar dalam Pembangunan Pelajar: Satu Kajian di Universiti Teknologi Malaysia, Skudai.-co Author 5. Bengkel Praktikum (SHP 3303), 9 Ogos 2006, Bk 10, D06. 6. Bengkel Team Building Staf Akademik JPSM, 6 September 2006, Bestari 3, D05. 7. Bengkel Penulisan Spesifikasi Program, 1 March, Bestari 3, FPPSM 8. Bengkel Jawatankuasa Pembangunan Kurikulum.Prog.Sarjana Muda Sains (PSM) 17th of Feb 2006. Mutiara by CDC of JPSM, FPPSM. 9. International Symposium on E-Learning 2005. 25-26 July 2005, Promenade Hotel, Sabah- Presenter- Organized by Universiti Malaysia Sabah. "Web-Based Training Practices at XYZ" 10. Universiti Tenaga Nasional (UNITEN) International Business Management Conference Managing Globalised Business: Trends, Issues and Challenges, Dec 6-7, 2004 – Presenter – "Communication Satisfaction and its Relationship with Organizational Commitment Among Technical Workers: A Case Study at Flextronics International, Senai, Johor, (Vot 75011)" 11. <i>Seminar Kebangsaan Komunikasi Kedua 2004: Cabaran Pengurusan Komunikasi di Era Digital</i> (December 18-19, 2004)- Participant- Conducted by Faculty of Communication and Modern Languages, Universiti Utara Malaysia (UUM) 12. <i>Bengkel Kaedah Penulisan Portfolio Pengajaran</i>, 31 Julai, 2004- organized by Jawatankuasa Pengajaran dan Pembelajaran, FPPSM, UTM. 13. <i>Bengkel Penerapan Kemahiran Generik di Kalangan Pelajar FPPSM melalui Pengajaran dan Pembelajaran</i>, 12-12 April 2004,- organized by FPPSM, UTM. 14. <i>Bengkel Pengajaran Pembelajaran Komunikatif Berkesan</i>, 25 September 2000- organized by UNIPEN dan UPSP, UTM.
Courses	:	<ol style="list-style-type: none"> 1. Kursus Penilaian Tahap Kecekapan Tahun 2006, 20-28 Jun 2006, Rumah Alumni 2. Kursus Pengurusan Stress, 12-13 April, Pulau Spings 3. <i>Kursus E-Learning</i> (Moodle) 12 April 2005- conducted by FPPSM. 4. <i>Kursus Kaedah P&P-Taksiran dalam Pembelajaran</i>, 18-20 Mei, 2004 Starhill Golf and Country Club Jalan Kempas Lama, Johor organized by UTM

5. *Kursus Asas Pembelajaran Multimedia Interaktif* 11-12 November 2003 – organized by FPPSM, UTM.
6. *Kursus Asas Metodologi Pengajaran Pensyarah Baru*, 21-23 Mei, 2003 organized by UTM
7. *Kursus Kaedah Kaunseling dalam Organisasi*, 14-15 April 2003, Sofitel Palm Resort, Johor Bahru- organized by UTM
8. *Kursus Pengukuran dan Penilaian Pembelajaran*, 29-30 April 2003, Starhill Golf and Country Club, Jalan Kempas Lama, Johor- organized by UTM
9. *Kursus Induksi*, 8-22 Mei 2001 & 23-26 Mei, 2001- organized by UTM
10. *Kursus Pembinaan dan Penilaian Item Ujian/Soalan Peperiksaan*, 25 April 2001- organized by UTM
11. *Kursus Penterjemahan*, 21-23 November 2000 – organized by UTM
12. *Kursus Pengajaran Kumpulan Besar*, 10 Oktober 2000 – organized by UTM
13. *Kursus Kaedah Penyelidikan*, 18-29 April, 2000 & 8-9 Mei, 2000 organized by UTM
14. *Kursus Asas Pedagogi*, 6-7 Disember 1999, Kolej Islam YPJ- organized by Kumpulan Pendidikan Yayasan Pelajaran Johor.

Teaching Experience

:

Subject

1. SHR 1333 Kemahiran Komunikasi
2. SHP 2383 Komunikasi Interpersonal
3. SHP 1053 Komunikasi Organisasi
4. UHP 3052 Komunikasi Berkesan
5. UHP1132 Kenegaraan Malaysia

Supervisions / Appraisal

1. Supervisor- Latihan Praktikum sem 1 2006/2007
2. Evaluation on Projek Sarjana –Mhf 2832/2844 Sem 1 dan II 2006/2007
3. Ikhwan Md Said – Hubungan Kompetensi Antara Budaya dengan Kerja Berpasukan dalam organisasi
4. Evaluation on Projek Sarjana –Mhf 2832/2844 Sem 1 dan II 2005/2006
Nurhamiza Mumin
Mohd Elauddin Sanusi
5. Evaluation on Projek Sarjana –MHF 2832/2844 Sem I & II 2002/2003
"Hubungan Komunikasi antara Pentadbir dan Guru dengan Prestasi Kerja di Sekolah Menengah Taman Mutiara Rini."
6. Evaluation on Projek Sarjana- MHF 2832/2844 Sem I & II 2003/2004
"Hubungan Gaya Komunikasi Pihak Pengurusan dengan Komitmen Pekerja : Satu Kajian di Delphi Packard Elektrik (Malaysia) Sdn Bhd."
7. Evaluation on Projek Sarjana- MHF 2832/2844 Sem I & II 2004/2005 "Gaya Komunikasi Pengurusan Asrama dan Hubungannya dengan Komitmen Palajar: satu Kajian di Asrama Kolej 12 dan 13, Universiti Teknologi Malaysia."
8. Evaluation on Projek Sarjana- MHF 2832/2844 Sem I 2005/2006 "Hubungan Halangan Komunikasi dengan Keberkesanan Komunikasi di MMC Manufacturing Sdn Bhd."
9. Penyelia Latihan Industri Sesi 2004/2005 (9 May 2005-20 Mei 2005)- Daerah Johor Bahru.
10. Article Evaluator for Jurnal Kemanusiaan FPPSM, Bil.4/2004 – "Pengiklanan: Kepentingan dan Sumbangannya kepada Industri."
11. Supervisor for Projek Sarjana Sem 1 dan II 2005/2006
- Arman Mohd Yasin - Komunikasi Berkesan dan Hubungannya dengan Kesediaan untuk berubah satu kajian di Syarikat Air Johpr.

12. Supervisor for Projek Sarjana Muda from Sem II 2002/2003 –present
(2002/2003)
- Asliza Nor Arsat –*Persepsi Usahawan Industri Kecil dan Sederhana terhadap Program Latihan Yang disediakan oleh MARA: Satu kajian terhadap sector Perusahaan Makanan di Negeri Johor.*
 - Azuaida Zakaria – *Persepsi Penyelia terhadap Penglibatan Subordinat dalam Pembuatan Keputusan.*
 - Catherine Hee Chia Lin – *Perbezaan Gaya Kepimpinan di Kalangan Superior di antara Firma Besar dan Firma Kecil.*
- (2003/2004)
- Suliati Yusof –*Hubungan Ganjaran dengan prestasi Kerja: Satru Kajian diPertubuhan Peladang Negeri Terengganu.*
 - Yong Siow Ping- *Web Based Training: A study of its implementation and effectiveness.*
 - Yap Lee Eii- *Penilaian Persepsi Pekerja Pejabat terhadap E-Learning: Satu kajian di Nouveau Uno Design Sdn Bhd. Kuala Lumpur.*
 - Zuraihan Zahari
- (2004/2005)
- Mohd Khir Johari –*Kerberkesanan Komunikasi Penyelia dengan Pekerja Bawahan terhadap Prestasi Kerja: Satu Kajian di Flextronics (M) Sdn Bhd, Senai, Johor.*
- 2005/2005 Sem II
Radiatul Hadawiyah Ramlan, Juniza Mahmud dan Nadia Marjan–*Faktor-faktor Tekanan Kerja di Kalangan Pekerja: Satu Kajian Perbandingan mengikut Gender di AEON Co.(M) Bhd.*

Research

- : Perlaksanaan Mata Pelajaran Umum Univesiti Bahasa Inggeris: Satu Kajian di UTM, Skudai-Presented at Seminar Kebangsaan Pengajian Umum 2006, Hyaat Regency Johor Bahru 13-14 Jun 2006
- Nilai Tambah yang diperolehi melalui Penerapan Kemahiran Generik dalam Mata Pelajaran Umum UniversitiL Kajian di UTM Skudai Johor. Presented at Seminar Kebangsaan Pengajian Umum 2006, Hyatt Regency Johor Bahru, 13-14 Jun 2006.
- Peranan Majlis Perwakilan Pelajar dalam Pembangunan Pelajar. Presented at NASDEQ 200g, Grand Season Hotel Kuala Lumpur 8-9 August 2006.
- Competencies Needs of the Youth and Sports Officers: A Case Studies. Presented at Seminar Kebangsaan Pembangunan Sumber Manusia 2005, 2-3 Februari 2005, Hotel Sofitel, Senai, Johor
- Employees Perceptions towards E-Learning: A Case Study at XYZ Sdn Bhd. Presented at International Conference on E-Commerce 2005: Recharging For the Challenges Ahead. 10-11th January 2005, The Summit Hotel, Subamg USJ, Selangor.
- Knowledge Sharing Practices in a Higher Learning Institution: Myth or Reality? Presented at Universiti Tenaga Nasional International Business Management Conference: Managing Globalised Business: Trends, Issues and Challenges, Dec 6-7, 2004
- Kesedaran Mahasiswa Terhadap Peranan dan Tanggungjawab Majlis Perwakilan Pelajar (MPP) sebagai Wakil Pelajar di Universiti Teknologi Malaysia, Skudai (vot 75099)
- Virtual University: Is this the end of the Traditional University? Master Thesis 2002.
- A study of the Effectiveness of the University's General Subjects: Client Perspectives.2001

Awards

Staff Cemerlang FPPSM 2006
Penghargaan Pengajaran 2006

Social Activities	:	<p>Facilitator – Program Khidmat Masyarakat Felda Bukit Besar Kulai, 8 July 2006.</p> <p>Guest Speaker. Program Kepimpinan Pelajar, FPPSM. 25th of Mac, 2006.</p> <p>Interviewer. "How to get Yourself Employed." Degree ++ Program. 5th of Mac 2006. FPPSM</p> <p>Committee Member for the Social Welfare Programme with Malaysian Association for the Blind (25-26 July, 2005).</p> <p>Lectured at <i>Pengurusan Kolej Radiografi, Hospital Sultanah Aminah, Johor Bahru.</i> (7 September 2000) "<i>Hubungan Manusia dan Awam.</i>"</p>
Administration	:	<ol style="list-style-type: none"> 1. Head of Communication Panel (1 December 2002-2007) 2. <i>Penterjemah Bahan Maklumat Akademik Jabatan ke Bahasa Inggeris</i>, (10 January, 2005 – 2007) 3. <i>Committee Member- Jawatankuasa Alumni FPPSM</i> (2006- 2007) 4. Committee Member Curriculum Development Committee, JPSM (2003-2006) 5. Committee Member – <i>Jawatankuasa Penulisan dan Penerbitan, JPSM</i> (27 October 2005 – present) 6. Committee Member – <i>Unit Analisis Sosial dan Strategik, FPPSM</i> (1 February 2005 – 31 January, 2007) 7. Subject Coordinator(UHP 3052 Komunikasi Berkesan) Sem II 2002/2003- Present) 8. Committee Member. Jawatan Kuasa Pembangunan Pe,lajar, JPSM (Nove 2006-Present) 9. Committee Member- Jawatan Kuasa Alumni FPPSM- 2005 –Present) 10. <i>Pencatat/Jurulapor</i>, Konvensyen Pendidikan UTM 2000 (13 February 2001) 11. <i>Pengerusi Jawatankuasa Kewangan JPSM Sesi 2000/2001.</i>
Consultancy		<ol style="list-style-type: none"> 1. Pemeriksa Kertas Soalan Calon Deejay Sambilan RTM Johor, March 2008 2. Interviewer, "Get Yourself Employed" 2007 SPACE PROGRAM 3. Interviewer, "Get Yourself Employed," 2005 SPACE PROGRAM 4. Penceramah- "Public Relation Skill," Kolej Radiografi, Hospital Sulatanah Aminah, Johor Bahru, Johor. 2001.
Publication	:	<ol style="list-style-type: none"> 1. Proceedings of International Conference on E-Commerce (Full Paper) – Employees' Perceptions towards E-Learning: A Case Study at XYZ Sdn Bhd 2. Proceedings of Universiti Tenaga Nasional (UNITEN) International Business Management Conference (Full Paper) – (1) Knowledge Sharing Practices at a Higher Learning Institutions: Myth or Reality?, (2) Communication Satisfaction and its Relationship with Organizational Commitment Among Technical Workers: A Case Study at Flextronics International, Senai, Johor, 3. Proceedings of National Seminar on Human Resource Development – (Full Paper) – (1) Competencies of Youth and Sports Officers: A Case Study, (2) Communication Satisfaction and its Relationship with Organizational Commitment Among Technical Workers Based on Demography: A Case Study at Flextronics International, Senai, Johor, 4. Proceedings of Universiti Malaysia Sabah International Symposium on E-Learning 2005. 25-26 July 2005, - (Full Paper) Web-Based Training Practices at XYZ 5. Proceedings of Seminar Kebangsaan Pengajian Umum 2006, Hyatt Regency Johor Bahru 13-14 Jun 2006 –co-Author- Kertas Kerja : Pelaksanaan Mata Pelajaran Umum Universiti Bahasa Inggeris : Satu Kajian di Universiti Teknologi Malaysia, Skudai Johor 6. Proceedings of Seminar Kebangsaan Pengajian Umum 2006, Hyatt Regency Johor Bahru 13-14 Jun 2006 –co-Author- Kertas Kerja : Nilai Tambah yang diperolehi melalui Penerapan Kemahiran Generik dalam Mata Pelajaran Umum Universiti: Kajian di Universiti Teknologi Malaysia, Skudai 7. Proceedings of NASDEQ 2006, Grand Season Hotel, Kuala Lumpur 8-9 Ogos 2006. Kertas Kerja:– Peranan Majlis Perwakilan Pelajar dalam Pembangunan Pelajar: Satu Kajian di Universiti Teknologi Malaysia, Skudai.-co Author

Student Development

:

1. Students Academic Advisors- BA.. Human Resource Development (2000 – 2007)
2. Committee Member – Jawatankuasa Pembangunan Pelajar JPSM (Nov 2006-2007)

Referees

Associate Prof. Dr. Rosman Mohd Yusof

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University Teknologi Malaysia,
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