



# CURRICULUM VITAE

**DR. NEW KUWI HOI**  
**ASSISTANT PROFESSOR**  
**FACULTY OF HUMANITIES AND SOCIAL SCIENCES**  
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## 1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	DOCTOR OF PHILOSOPHY	EDUCATION	UNIVERSITY TECHNOLOGY OF MALAYSIA, MALAYSIA	2008 TO 2011/12
2.	EXCHANGE SCHOLAR (MALAYSIA)	SUMMER STUDIES OF THE INSTITUTE OF MEDIA IN USA	UNIVERSITY OF OHIO, ATHENS, OHIO USA	4 <sup>TH</sup> JULY TO 20 AUG 2011
3.	MASTER OF EDUCATION	EDUCATION	UNIVERSITY TECHNOLOGY OF MALAYSIA, MALAYSIA	2004 TO 2006
4.	BACHELOR OF ARTS (HONS) (MASS COMMUNICATION)	MASS COMMUNICATION)	NATIONAL UNIVERSITY OF MALAYSIA, MALAYSIA	1985/86 TO 1988/89

## 2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	2006-PRESENT	ASSISTANT PROFESSOR, ACTING DEAN, HEAD OF DEPARTMENT, PROGRAMME COORDINATOR	MANAGING AND PLANNING FOR ACADEMIC RELATED WORKS CONDUCTING CLASS, ETC	SOUTHERN UNIVERSITY COLLEGE. SOUTHERN COLLEGE, 15KM, JALAN SKUDAI, 81300, SKUDAI, JOHOR, JOHOR
2.	1993-2002	PRIVATE TUTOR	CONDUCTING TUTION CLASS FOR PRIMARY STUDENTS	HOME TUITION, TAMAN NONG CHICK, KOLAM AIR, JOHOR BAHRU.
3.	1990 - 1993	EXECUTIVE CUM PLANNER	PLANNING FOR PRODUCTION OF HOUSEHOLD PRODUCTS	SOUTHERN LION, TEBRAU INDUSTRIAL ESTATE II, JOHOR
4.	1989-1990	ACCOUNT EXECUTIVE	ADVERTISING CREATIVE AGENCY (CLIENT SERVICING)	DE' CREATIVE CONNECTION, ADVERTISING AGENCY, TAMAN MAJU JAYA, JOHOR



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## 3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.	-	-	-

## 4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.	-	-	-

## 5. CONSULTANCY SERVICES / COMMUNITY SERVICES

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	-	-	-	-

## 6. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.	Winning FRGS Proposal	8 Jan 2022	WEBINAR	Southern University College Speaker: Prof. Dr. Mohd Syahir Shamsir Omar, UTHM
2.	Train the Trainer Workshop for Academicians Knowledge Sharing in The Online World CA ANZ Experiences	7 Dec 2021	WEBINAR	The Malaysian Institute of Certified Public Accountants (MICPA ) Speakers: Robyn Le Grew CFA Angela Trinh CFA
3.	Case Studies – The Complete Circle for Case Writers, faculty members and students	14 Sept 2021	WEBINAR	Emerald Publishing Associate Prof. Dr. Hossein Nezakati Josephine Le Lyn Chan Siew Mui Kong
4.	Quantitative Research Method in Social Sciences	8 August 2021	WEBINAR	Postgraduate Student Society (PGSS) Faculty of Social Science & Humanities, UNIVERSITI TEKNOLOGI



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				<b>MALAYSIA</b> Speaker: Prof. Dr. Siti Aisyah Bt. Panatik
5.	<b>Researcher Academy On Campus</b> Which journals, books and conferences, are included in Scopus? Which ones are active vs discontinued?	<b>3 August, 2021</b>	<b>WEBINAR</b>	<b>MOHE SCOPUS CONSORTIUM TRAININGS</b> ELSEVIER at Ministry of Higher Education, Malaysia, Presented by Alexander van Servellen Senior Consultant, Nicholas Pak Platform Consultant
6.	<b>IDENTIFYING RESEARCH GAP AND DEFINING RESEARCH PROBLEM THROUGH LITERATURE REVIEW</b> Webinar organized by: Mu'tah University and Universiti Teknologi Malaysia	<b>17th July 2021</b>	<b>Webex Link:</b> <a href="https://utm.webex.com/utm/j.php?MTID=m0b0b058b28fdb77ff7a699366f4530b8">https://utm.webex.com/utm/j.php?MTID=m0b0b058b28fdb77ff7a699366f4530b8</a>	<b>PROFESSOR DR. MD. AMINUL ISLAM</b> FACULTY OF APPLIED AND HUMAN SCIENCES UNIVERSITI MALAYSIA PERLIS

### 7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. -

### 8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Malaysia Research Assessment (MyRA) Representative,	Southern University College	1 Oct 2021 -
2.	Panel Assessor for SUC SUCRF Application	Department of Journalism and Communication Studies Faculty of Humanities and Social Sciences	12 April 2021 -
3.	Member of e-Portfolio Committee	Department of Journalism and Communication Studies Faculty of Humanities and Social Sciences	1 Jan 2021 – 31 Dec 2021

### 9. OTHER RELEVANT INFORMATION

1. -