



KER YUEK LI
SENIOR LECTURER
SOCIAL SCIENCE & HUMANITIES
ylker@sc.edu.my



1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	MASTER OF EDUCATION	ADMINISTRATION & MANAGEMENT	UNIVERSITI TEKNOLOGI MALAYSIA (UTM)	2000 - 2014
2.	BACHELOR OF ART	ADVERTISING	NATIONAL CHENGCHI UNIVERSITY, TAIWAN	2000 - 2004

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	2012 - 2014	PART-TIME LECTURER	TEACHING	SOUTHERN UNIVERSITY COLLEGE
2.	2014 - Present	LECTURER	TEACHING	SOUTHERN UNIVERSITY COLLEGE

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.	CONFERENCE PAPER PRESENTATION SESSION'S BEST PRESENTATION	THE INTERNATIONAL INSTITUTE OF KNOWLEDGE MANAGEMENT	2018



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.	ACADEMIC TALK SERIES II 2018/2019	1 st MAY 2019	UTM	ASSOC.PROF DR. YUSOF BIN YAACOB DR. MEHRAN DOULAT
2.	4 th WORLD CONFERENCE ON MEDIA & MASS COMMUNICATION "POWER OF MEDIA: SHAPING THE FUTURE"	5 th – 7 th APRIL 2018	BANGKOK, THAILAND	UNIVERSITY OF ROMA, UNIVERSITY TEKNOLOGI MARA, MALAYSIA
3.	TEACHING WORKSHOP IN PERSPECTIVE IN LEARNING & INSTRUCTIONAL METHODS	29 th – 30 th MARCH 2017	SOUTHERN UNIVERSITY COLLEGE	PROFESSOR DR. BAHARUDDIN ARIS, UTM
4.	THE 3 RD CONFERENCE ON COUNSELLING FOR MALAYSIAN CAREGIVERS ON "THE IMPACT OF MEDIA CULTURE: IMPLICATIONS FOR COUNSELLING & THERAPY PRACTICE"	27 th – 29 th MAY 2017	KUALA LUMPUR, MALAYSIA	AGAPE COUNSELLING CENTRE MALAYSIA YAYASAN NANYANG PRESS
5.	UNDERSTANDING OBE FROM A TO Z WORKSHOP	27 th – 28 th DECEMBER 2017	SOUTHERN UNIVERSITY COLLEGE	DR. ROZZA MOHD SAID, UNIVERSITI TEKNOLOGI MARA

7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. Conference Proceeding:

- 4th World Conference on Media and Mass Communication: "Power of Media: Shaping the Future" Bangkok, Thailand.

- Hup, X.H. & Ker, Y.L. (2018) An Investigation of Online News Consumption Behavior Among Malaysia's Private University College Students.

2. Publication:

Ker, Y. L., Hamdan Said, Hairunissa Jopri & Sanitah Mohd Yusof (2017). Factors Influencing College Choice Among Private College Students. *Man, In India*, 97 (14). pg.1 -10.



SOUTHERN
UNIVERSITY COLLEGE

南方大學學院

CURRICULUM VITAE

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	-	-	-

9. OTHER RELEVANT INFORMATION

1. -
2. -
3. -