

Programme Book



Creative Art
Social Sciences
International
Conference



**Empowering sustainability
through creative,
innovative & digitalization
for societal well-being and
economic growth**

15-17 April 2025

***The Waterfront Hotel,
Kuching, Sarawak,
Malaysia***



OPENING BY:

**Professor Datuk Ts. Dr. Hj.
Mohd Rasdi bin Hj. Zaini**
*Rector
Universiti Teknologi MARA
Cawangan Melaka*

INVITED SPEAKERS



**PROF. DR.
MD NASIR IBRAHIM**
CEO, Islah Vision Sdn Bhd



DR. ADAM WAHIDA S.PD., M.SN.
Universitas Sebelas Maret,
Indonesia



**ASSOC. PROF. TS. DR.
SHAMZANI AFFENDY MOHD. DIN**
Kulliyah of Architecture & Environmental Design,
International Islamic University Malaysia

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FOREWORD BY THE RECTOR OF UITM CAWANGAN MELAKA



CASSIC 2025: Advancing Creativity, Shaping Global Excellence

Assalamu'alaikum warahmatullahi wabarakatuh and warm greetings.

It is with great pleasure and pride that I welcome all esteemed delegates, distinguished speakers and participants to the Creative Arts & Social Science International Conference (CASSIC 2025). This conference serves as an intellectual platform to foster critical discussions and knowledge exchange, aligning with Universiti Teknologi MARA's (UiTM) aspiration to become a globally renowned university rooted in scholarship, innovation and impactful contributions to society.

The theme of CASSIC 2025 resonates deeply with Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) and SDG 9 (Industry, Innovation and Infrastructure). As we navigate the evolving landscape of education and research, this conference embodies UiTM's commitment to excellence in higher education, in line with the aspirations of the Ministry of Higher Education Malaysia (MOHE) to elevate Malaysia's standing as a global education hub. The integration of creative arts and social sciences is crucial in shaping holistic graduates, fostering intercultural understanding and strengthening academic-industry partnerships that contribute to sustainable development.

This international conference is a testament to UiTM's dedication to global academic engagement, fostering meaningful collaborations and expanding research frontiers. By bringing together leading scholars, practitioners and students from diverse backgrounds, CASSIC 2025 highlights the importance of interdisciplinary dialogue in addressing contemporary global challenges. We envision UiTM not only as a key player in national academic advancements but also as a respected and influential institution in the international academic community.

I extend my sincere gratitude to the organizing committee, keynote speakers and participants who have contributed to the success of CASSIC 2025. May this conference be a substance for insightful discussions, groundbreaking ideas and fruitful partnerships that will propel us towards a more sustainable, inclusive and innovative future.



I wish you all a productive and enriching experience at CASSIC 2025.

Thank you.

PROFESSOR DATUK Ts. DR. HJ. MOHD RASDI BIN HJ. ZAINI

Rector

Universiti Teknologi MARA (UiTM) Cawangan Melaka.



FOREWORD BY THE CASSIC2025 CHAIRMAN



CASSIC 2025: Internationalizing Education Through Creativity and Social Sciences

Assalamu'alaikum warahmatullahi wabarakatuh.

It is my great honour to welcome distinguished scholars, researchers, industry professionals and thought leaders to the Creative Arts & Social Science International Conference (CASSIC 2025). This conference reflects our shared commitment to advancing knowledge, fostering intellectual discussions and strengthening international collaboration in education.

In today's interconnected world, education must go beyond geographical and cultural boundaries. The College of Creative Arts Studies (KPSK), Universiti Teknologi MARA (UiTM) Melaka, has taken a significant step in this direction by organizing CASSIC 2025. This conference provides a valuable platform for exchanging ideas, sharing best practices and addressing challenges in education across different countries.

A key goal of CASSIC 2025 is to foster international partnerships that enhance interdisciplinary research, introduce innovative teaching methods and promote academic excellence. The globalization of education is essential in helping students and educators develop a deeper understanding of global cultures, media, communication and politics. By encouraging international collaboration, we ensure that quality education is accessible to all, regardless of background. One of the most anticipated sessions at this conference is the panel discussion featuring leading experts in creative arts and social sciences. They will explore how international engagement enhances the quality of education and how academic institutions can adapt to an increasingly globalized environment. Their insights will contribute to a deeper understanding of the evolving educational landscape.

Beyond academic discussions, CASSIC 2025 offers an opportunity to build professional networks and establish international partnerships. The connections made here have the potential to drive impactful research, shape effective educational policies and create sustainable academic collaborations. To maximize the conference's impact, it is essential to follow up on the discussions and recommendations, ensuring that the ideas presented lead to meaningful actions and improvements in education.



As we embark on this journey of knowledge-sharing and intellectual growth, I am confident that CASSIC 2025 will make a lasting impact on the academic community. I hope this conference will inspire new research endeavours and strengthen the relationship between academia and industry in fostering innovations that benefit society as a whole.

I would like to extend my sincere appreciation to all organizers, presenters and participants who have contributed to making this event a success. May this conference be a platform for transformative ideas, groundbreaking research and meaningful international collaborations.

Thank you and I wish you a productive and insightful conference.

A handwritten signature in black ink, appearing to read 'Azahar Bin Harun', with a stylized, cursive script.

ASSOC. PROF. DR. AZAHAR BIN HARUN

Chairperson

Creative Arts & Social Science International Conference (CASSIC 2025)



CASSIC2025 ORGANISING COMMITTEE

CREATIVE ARTS & SOCIAL SCIENCE INTERNATIONAL CONFERENCE 2025 (CASSIC 2025)	
ORGANISING COMMITTEE	
Chairperson	Assoc. Prof. Dr. Azahar Harun
Co-Chairperson	Dr. Sharmiza Abu Hassan
Project Manager	Dr. Nurhikma Mat Yusof
Deputy Project Manager	Pn. Siti Mariam Ali
Secretary	Pn. Aidah Alias
Treasurer	Pn. Rosaliana Rahim
Promotion	En. Mohd Zaki Mohd Fadil
Promotion/Social Media	Pn. Dona Lowii Madon
Corporate Identity & Promotional Item	Pn. Norsharina Samsuri
Journal	Dr. Siti Nurul Akma Ahmad
Postgraduate Studies	Dr. Rizuwan Abu Karim
Media	Pn. Shafezah Abdul Wahab
Exhibition	En. Muhammad Mu'izzuddin Darus
Workshop	Dr. Nur Shazana Abdul Rani
Malaysia Participants	Dr. Fauzunnasirah Fazil
International Participants	Dr. Nasihah Naimat
Logistic	Dr. Muhammad Nur Firdaus Nasir
Sarawak Representative	Ts. Noraziah Mohd Razali
Reviewer	En. Muhammad Fitri Samsuddin Pn. Azni Hanim Hamzah Pn. Fazlina Mohd Radzi



ABOUT COLLEGE OF CREATIVE ARTS, UITM CAWANGAN MELAKA



Nowadays, art education and courses are blooming rapidly in both public and private institutions in Malaysia. This scenario reflects the needs and interests in art and design in the country's development indeed. College of Creative Arts (CCA) fondly known as the Faculty of Art & Design (AD), Universiti Teknologi MARA Melaka, which was founded in 1984, has resulted in many great achievements for the university and the country through various academic and artistic activities.

The main focus of this college is to prioritize excellence in teaching and learning, encouraging research as well as nurturing human capital aligned with UiTM's requirements, as a pioneer in the field of art and design in this country. The college offers various programs ranging from diploma to degree, producing viable graduates to the diverse market sectors. CCA of UiTM Melaka is one of the branch campuses that offers four diploma programs, a degree program, and currently postgraduate research studies. The diploma program includes Diploma in Graphic Design & Digital Media, Diploma in Industrial Design Technology, Diploma in Photography & Creative Imaging, Diploma in Fine Art and the only degree program offered here is the Bachelor in Graphic Design (Honours). Hence, skilled human resources who are assets to the faculty play a big role in nurturing competence, knowledge, integrity, and excellent personality in each student. CCA always strives to achieve the vision of enlisting UiTM as a world-class university.

Apart from emphasizing the quantity and quality aspects in terms of academic and individual potential, the college also aims to empower the knowledge dimension towards entrepreneurial culture which may provide high returns as well as increasing social mobility in society. Today, CCA is always on the track to be the world-class art reference centre with a more proactive, creative, and innovative approach, parallel to the status of a developed nation. Therefore, various strategies are designed to strengthen and enhance the capabilities of the college in the spectrum of religion, nation, and country. With that aim, a few incubators have been set up to enhance the internal expertise which acts as a platform for various projects, centre of reference, etc (DICE, KONSEP, GAS, and RiFOME).

The college also develops a lot of collaboration projects with the local council such as Majlis Perbandaran Alor Gajah and other stakeholders and industries such as Julies, PERKESO, Suruhanjaya Pencegah Rasuah Malaysia (SPRM), and many more. These collaborations have shown good trust and confidence among the collaborators in the expertise and ability of the staff and students to be involved in such projects.

As you wrap up your visit to our website, I encourage you to take a moment to delve deeper into all that we have to offer. Discover the exciting opportunities that await you when you choose to enroll with us. Thank you once again for exploring our page, and I can't wait to welcome you to our university campus soon!



ABOUT CASSIC2025



Creative Art
Social Sciences
International
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The Creative Arts & Social Science International Conference 2025 (CASSIC 2025) is the first designated conference collaborating creative arts and other social science in a larger scale which brings together academicians, researchers, and scholars to a conference. Along with the development of technology, the conference has re-aligned its focus by emphasizing the importance of creative development in the mainstream economy.

Starting with series of internal colloquium by the name of ISME, it achieves encouraging supports by the members of faculty and branches throughout Malaysia. Several pride years of organization by the faculty in related events were held internally in 2014, 2016 & 2023 via Tunas Ilham, DERIA, LIAC, IBAEX. This year a larger brand of CASSIC in collaboration with the Sarawak Government will be held in Kuching, Sarawak, Malaysia.

CASSIC is a non-profit event that provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish research relations and the opportunity to find global partners for future collaboration.

Objective:

1. Provide a platform for exchange of ideas and information among researchers, academicians, and practitioners.
2. Presentation of findings and issues on matters related to creative practices, management, sustainability of art and design via digitalization.



PRE-CONFERENCE WORKSHOP



CREATIVE ARTS
SOCIAL SCIENCE
INTERNATIONAL
CONFERENCE
2025



Empowering sustainability through creative,
innovative & digitalization for societal well-
being and economic growth.

Pre-Conference Workshop

BIBLIOMETRIC ANALYSIS FOR BEGINNERS

Visualizing Research in Arts and Social Sciences



ABOUT OUR WORKSHOP

This workshop aims to introduce participants to fundamental bibliometric techniques and tools, enabling them to effectively analyze and interpret research data.

Speaker:

ASSOC. PROF. TS. DR. AIDI AHMI

Training Instructor & Founder of biblioMagika®

15 APRIL 2025

02:00 PM - 7:00 PM

The Waterfront Hotel, Kuching, Sarawak

Participants will learn to:

- ✓ Understand the principles and significance of bibliometric analysis.
- ✓ Use key bibliometric tools to extract and analyze research data.
- ✓ Generate meaningful visualizations of research networks.

This workshop is ideal for early-career researchers, postgraduate students, and academics seeking to enhance their research visibility and impact through bibliometric techniques.

Organised by



Supported by



Conference Manager



WMIT GROUP SDN BHD
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FOR MORE INFORMATION:  +6019 720 8929 (PN. SITI MARIAM ALI)



KEYNOTE SPEAKER



Prof. Dr. Md Nasir Ibrahim
Chief Executive Officer of Islah Vision Sdn. Bhd.

Prof. Dr. Md Nasir Ibrahim is an experienced academic, researcher, and industry leader specializing in strategic planning, leadership, and the arts. With extensive experience in education, research, and administration, he has collaborated with global institutions and made significant contributions to the creative industries.

He holds a Postdoctoral Study from Sheffield Hallam University, UK (2014), a PhD in Education from the University of Tasmania, Australia (2008), a Master of Arts from McGill University, Canada (1999), a B.A. (Hons.) in Fine Art from Universiti Sains Malaysia (1986), an Arts Teacher's Diploma from UiTM Shah Alam, Malaysia (1988), and a Diploma in Management from Institut Aminuddin Baki, Malaysia (2000).

Currently, he serves as the Chief Executive Officer of the National Film Development Corporation (FINAS) since 2021, as well as the CEO of Islah Vision Sdn. Bhd. and Asia Region Tradex Sdn. Bhd. since 2024. Previously, he was a Professor at Sultan Idris Education University (2020 - 2021), Deputy Rector (Academic Affairs) at the National Arts, Culture & Heritage Academy (2017 - 2018), Dean (Postgraduate Studies) at the same institution (2017 - 2018), and Deputy Dean (Graduate Studies) at Sultan Idris Education University (2009 - 2013).

Throughout his career, he has received numerous recognitions and honors, including the title of Professor in 2020, multiple Excellent Service Awards (2019, 2017, 2016, etc.), the Bintang Cemerlang Kedah Award in 2003, and Innovative Teacher Awards in 1995 and 1994. He has also been a Keynote Speaker at international conferences on arts and education.

Prof. Dr. Nasir has made significant contributions to academia through extensive publications in Scopus-indexed journals, books, magazines, and newspapers, with a focus on education and the arts. He has also been a Keynote Speaker and Visiting Professor at renowned universities in Indonesia, Malaysia, and other countries. In addition, his expertise is highly sought after as a consultant in education and the creative industry, further strengthening his impact in the field.



FORUM PANELLIST 1



Dr. Adam Wahida
Senior Lecturer, Universitas Sebelas Maret (UNS), Indonesia

Dr. Adam Wahida, S.Pd., M.Sn. is a distinguished academic, researcher, and visual artist specialising in fine arts education, contemporary painting, and textile-based creative innovation. With over two decades of experience, he has made significant contributions to art education, sustainable art practices, and cultural heritage preservation through his teaching, research, and exhibitions.

He obtained his Ph.D. in Fine Arts from Institut Seni Indonesia Yogyakarta in 2015, a Master's in Fine Arts Creation from the same institution in 2008, and a Bachelor's in Art Education from IKIP Yogyakarta in 1997. Currently, he is a senior lecturer at Universitas Sebelas Maret, Indonesia, while also serving as an Editorial Board Member for the International Journal of Art and Design and a Board Member of Asosiasi Pendidik Seni Indonesia (APSI), Solo Raya.

Dr. Adam Wahida has received numerous recognitions and honours throughout his career, including the Academic Leader in Arts & Culture National Award in 2023 from the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek) Indonesia, The Best of Artwork in International Visual Art Exhibition in 2024 at Prodi Pendidikan Seni Rupa FKIP Universitas Sebelas Maret, and the Best Artwork Award at the Makmoer International Virtual Art Exhibition in 2024. He has also been invited as a Keynote Speaker and Presenter at various international art and education conferences.

His research and publications focus on art education, creative industries and Javanese cultural arts, with numerous works published in Scopus-indexed and international journals. His research interests include sustainable art materials, visual semiotics, and participatory art education.

In addition to his academic contributions, Dr. Adam Wahida has participated in various art projects and exhibitions, showcasing his creative works at prestigious international and national exhibitions, including Art Educare, Makmoer Virtual Gallery, and Jogja Gallery. His artistic expertise encompasses painting, fiber art, and recycled material installations.



FORUM PANELLIST 2



Assoc. Prof. Ts. Dr. Shamzani Affendy Mohd. Din
Coordinator, Industrialisation & Global Network, Kulliyyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM)

Assoc. Prof. Ts. Dr. Shamzani Affendy Mohd. Din is the Coordinator of Industrialisation & Global Network at the Kulliyyah of Architecture & Environmental Design, IIUM. He is a dedicated academic and researcher specialising in environmental planning, environmental engineering, and green building risk assessment. With over 20 years of experience in academia and consultancy, he has contributed to various environmental and infrastructure projects while actively publishing in international journals.

He holds a PhD in Civil Engineering from Cardiff University, UK (2007), an M.Eng. in Civil-Environmental Management from Universiti Teknologi Malaysia (2001), and a B.Eng. in Civil Engineering (Hons.) from Universiti Teknologi Malaysia (2000). Currently, he also serves as the Coordinator of the Islamic Art & Design Research Group and a Member of the Regenerative Islamic Heritage Research Unit (RIHRU – RU 48) at IIUM. Dr Shamzani is a Professional Technologist (Ts.) accredited by the Malaysia Board of Technology (MBOT) and an Allied Member of the National Professorship Council, Malaysia. He also serves as an Editorial Board Member for the Journal of Green Building & Construction Economics and has delivered keynote addresses at various international conferences on environmental impact and sustainable development.

Dr Shamzani has received multiple awards and numerous research grants for his contributions to environmental engineering and academia, including recognition as an Outstanding Researcher in Sustainable Development and Best Paper Awards at international conferences. His research focuses on airborne particulate characterisation, green technology, and environmental impact assessments, with numerous publications in Scopus-indexed journals and conference proceedings covering topics such as air pollution, environmental tourism carrying capacity, and sustainable architecture. In addition to academia, he has worked as a consultant for environmental impact assessment projects, urban development planning, and infrastructure feasibility studies. He has extensive experience in project management consulting, green building assessments, and indoor air pollution studies.



IMPORTANT INFORMATION

About CASSIC 2025

The Creative Arts & Social Science International Conference 2025 (CASSIC 2025) is the first designated conference collaborating creative arts and other social science in a larger scale which brings together academicians, researchers, and scholars to a conference. Along with the development of technology, the conference has re-aligned its focus by emphasizing the importance of creative development in the mainstream economy.

Starting with series of internal colloquium by the name of ISME, it achieves encouraging supports by the members of faculty and branches throughout Malaysia. Several pride years of organization by the faculty in related events were held internally in 2014, 2016 & 2023 via Tunas Ilham, DERIA, LIAC, IBAEX. This year a larger brand of CASSIC in collaboration with the Sarawak Government will be held in Kuching, Sarawak, Malaysia.

CASSIC is a non-profit event that provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish research relations and the opportunity to find global partners for future collaboration.

Organiser

The conference is organised by the College of Creative Arts, Universiti Teknologi MARA Cawangan Melaka.

Conference Theme

“Empowering sustainability through creative, innovative & digitalization for societal well-being and economic growth”

Welcome

It’s our pleasure to welcome you to the Creative Arts & Social Science International Conference 2025 (CASSIC2025), which will be held from 15–17 April 2025 at Waterfront Hotel, Kuching, Sarawak, Malaysia. We wish you all the best, stay safe and have a fruitful conference.

Registration

For Physical Conference, registration time is as follows:

- i. Pre-Conference Workshop: Between 1.30 - 2.00 pm on Tuesday, 15th April 2025 at the front of Karangas Room (for committee & registered workshop participants only)
- ii. CASSIC2025: Between 7.30 - 8.30 am on Wednesday, 16h April 2025 at the front of Ranyai Ballroom, however please be early to avoid uncertain traffic condition. Please scan the QR Code and collect the conference materials at the Collection Counter



Scan To Self- Register for CASSIC2025 Conference

Steps:

1. Scan QR Code
2. Fill up registered email address
3. If approved, proceed to collect conference bag
4. If incomplete, proceed to registration counter

For Online Conference, registration or sign in session for CASSIC2025 on Wednesday, 16th April 2025 will start at 8.00 am, as per URL Link as follow:

Date	Link for Event
CASSIC 2025 16/04/2025 Join Zoom Meeting	Opening Sessions, Keynote Session, Forum Session, Parallel Session Symposium I and Closing Session (Ballroom/Room 1) 8.00 am – 5.30 pm Join Zoom Meeting https://us02web.zoom.us/j/81370744960?pwd=PRscTwf9o3tCSskzrP9EJ2KY72dbB2.1 Meeting ID: 813 7074 4960 Passcode: 919008

Conference Venue

The physical conference will be held at the Waterfront Hotel, Kuching, Sarawak. The Waterfront Hotel is located in the heart of Kuching City, where decades-old heritage buildings sit side by side with modern buildings.

THE WATERFRONT HOTEL

68 Jalan Tun Abang Haji Openg, 93000 Kuching, Sarawak.

<https://thewaterfrontkuching.com/>

Conference Site

Opening, Keynote, Forum and Closing Sessions: Ranyai Ballroom (Level 4)

Break-Up/Parallel Sessions: Nipah, Kabu and Tubau 1-2 (Level 4)

Screen Monitor for Posters Display: Ballroom

Exhibition Booth: Ballroom

Surau: Level 4

Lunch: Café (Level 4)

Note: Hotel Lobby is on the Ground Floor



CREATIVE ARTS & SOCIAL SCIENCE INTERNATIONAL CONFERENCE (CASSIC 2025)

15-17 April 2025, (Tuesday – Thursday)
The Waterfront Hotel, Kuching, Sarawak, Malaysia

"Empowering Sustainability through Creative, Innovative & Digitalization for Societal Well-being and Economic Growth"

OPENING CEREMONY, 16th April 2025, Ranyai Ballroom	
8:00am	Arrival of Invited Guests and Participants
8:20am	Arrival of Guest of Honour
8:30am	Lagu Negaraku Lagu Ibu Pertiwiku (Sarawak) Recitation of Doa
8:40am	Welcoming Speech by Dr. Mohd Halim Bin Mahphoth Assistant Rector Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka
8:50am	Opening Speech and Launching of CASSIC 2025 by Professor Datuk Ts. Dr. Hj. Mohd Rasdi bin Hj. Zaini Rector Universiti Teknologi MARA (UiTM) Cawangan Melaka Opening Montage Presentation of Certificates
9:20am	Photo Session for All Conference Participants Traditional Performance Exhibition Booth and Poster Visit
9:30am	Refreshment



CASSIC 2025 PROGRAM SCHEDULE

15 APRIL 2025 (TUESDAY)

TIME	PROGRAM
1:00pm	Registration for Pre-Conference Workshop
2:00pm	Pre-Conference Workshop Assoc. Prof. Ts. Dr. Aidi Ahmi Training Instructor & Founder of biblioMagika®
6:00pm	Pre-Conference Workshop Adjourn

16 APRIL 2025 (WEDNESDAY)

8:00am	Registration for CASSIC 2025 Conference
8:30am	Opening Ceremony: Ranyai Ballroom <ul style="list-style-type: none"> Welcoming Speech by Dr. Mohd Halim Bin Mahphoth Assistant Rector Universiti Teknologi MARA (UiTM), Kampus Bandaraya Melaka Opening Speech and Launching of CASSIC 2025 by Professor Datuk Ts. Dr. Hj. Mohd Rasdi bin Hj. Zaini Rector Universiti Teknologi MARA, Cawangan Melaka Opening Montage Group Photo Traditional Performance Exhibition Booth and Poster Visit
9:30am	Morning Break
10:00am	Ranyai Ballroom Keynote Speaker "Design Thinking for Societal Well-Being and Economic Growth" Prof. Dr. Md Nasir Ibrahim CEO, Islah Vision Sdn Bhd
10:30am	Forum session: Panel 1 Dr. Adam Wahida S.PD., M.SN. Universitas Sebelas Maret, Indonesia Panel 2 Assoc. Prof. Ts. Dr. Shamzani Affendy Mohd. Din Kulliyah of Architecture & Environmental Design, IIUM Moderator Fazlina Mohd Radzi College of Creative Arts, Universiti Teknologi MARA, Cawangan Melaka
12:30pm	Lunch Break



TIME	PROGRAM
	Oral Presentation Schedule
	Oral Presentation Schedule: Physical Session
2:00-5:00pm	Symposium I Ranyai Ballroom
	Oral Presentation
	Symposium III Kabu Room
	Oral Presentation
	Symposium V Tubau Room 2
	Oral Presentation
	Oral Presentation Schedule: Online/Virtual Session
2:00-3:30pm	Symposium I Room 1
	Oral Presentation
5:00pm	Closing Ceremony: Ranyai Ballroom <ul style="list-style-type: none"> • Awards Presentation • Closing Remarks by Assoc. Prof. Dr Azahar Harun Chairman, CASSIC 2025 Evening Break & Adjourn
5:30pm	CASSIC 2025 Adjourn
17 APRIL 2025 (THURSDAY)	
TIME	PROGRAM
8:00am	Post-Tour Visit Kuching Place of Interest
1:00pm	End Event



ORAL PRESENTATION SCHEDULE: PHYSICAL SESSION

16 APRIL 2025 (WEDNESDAY)	
Time	Event
2:00–5:15pm	PARALLEL SESSION 1 (PHYSICAL)
	<p align="center">SYMPOSIUM I Creative Art & Design <i>Ranyai Ballroom</i> Chairperson: Aidah Alias <i>Universiti Teknologi MARA (UiTM) Melaka</i></p>
	Oral 1-19
2:00pm	<p>010-003 Redefining Interior: Sustainable Design Innovations for Health, Security and Environmentally Well-Being Siti Nuratirah Che Mohd Nasir <i>Universiti Malaysia Kelantan</i></p>
2:09pm	<p>013-006 Meditative Painting on Overweight Females' Garments. Nor Adleena Mohd Nizar <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:18pm	<p>023-007 The Impact of Buddhist Art on the Evolution of Painting Techniques in the Jin Dynasty of China Xie Yitian <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:27pm	<p>027-010 Visualizing Nationhood: Defining National Identity of Malaysia Day Stamps through Semiotic Analysis Nur Aiza Zainol Abidin <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:36pm	<p>014-015 A Semiotic Analysis of Muslimah Superheroes Representation in Monstas Animation Ida Shaheera Azhar <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:45pm	<p>048-028 An Evaluation Study of Woodcarving in Karaikudi Chettiar House on Building and Structure Decorations Ts. Dr. Muhammad Faizal Abdul Rani <i>Universiti Teknologi Malaysia</i></p>
2:54pm	<p>032-029 Biosphere-Integrated Architecture: Advancing Net Zero Energy Infrastructure Development Salmiah Aziz <i>Universiti Sultan Zainal Abidin</i></p>



SYMPOSIUM I Creative Art & Design (Ranyai Ballroom)	
3:03pm	049-030 Reconceptualizing Tourism Promotion: The Impact of Drone Photography on Marketing Tuba Island through Szarkowski's Theoretical Framework Mohammad Firdaus Azman <i>Universiti Teknologi MARA (UiTM) Perak</i>
3:12pm	061-043 Poster Design as an Educational Tool to Enhance Public Awareness of Pineapple Leaf Usage Haslinda Daud <i>Universiti Teknologi MARA (UiTM) Melaka</i>
3:21pm	064-046 Soundscapes in Motion: From LRT Sounds to a Music Composition Dr. Alia Farahin, Hairul Hafizi Hasnan <i>Universiti Teknologi MARA (UiTM) Selangor</i>
3:30pm	065-049 An Exploratory Qualitative Study AR Self-Care Flashcards Norhidayah Adnan <i>Universiti Malaya</i>
3:39pm	068-050 From Giam Kanching to Sound: A Musical Exploration of Nature's Patterns Raja Mohamad Alif Raja Mohamad Adnan <i>Universiti Teknologi MARA (UiTM) Selangor</i>
3:48pm	080-064 Mural Pekan Pusing: The Importance of Mural to the Local Community Hilal Mazlan <i>Universiti Teknologi MARA (UiTM) Perak</i>
3:57pm	083-067 Murals as Catalysts for Tourism Growth in Muar Town: Public Perceptions and Future Potential Rong Yiwei <i>Universiti Putra Malaysia</i>
4:06pm	014-080 Translation Process for Animated Feature Film: Boboiboy The Movie Ida Shaheera Azhar <i>Universiti Teknologi MARA (UiTM) Selangor</i>
4:15pm	007-081 Development and Validation of a Service Quality Evaluation Scale for Online Education Platforms for Chinese Working Mothers Zhang Man <i>Universiti Teknologi MARA (UiTM) Kedah</i>
4:24pm	105-090 The Intersection of Creativity and Technology in Visual Arts: Exploring Implications for Fashion Photography in Malaysia Siti Shahida Kamel <i>Universiti Malaysia Sarawak</i>



SYMPOSIUM I Creative Art & Design (Ranyai Ballroom)	
4:33pm	<p>106-093 A Conceptual Framework of Infographic Design Roles for Economic Broadcast News Reporting in Malaysia Nur Syazwani Abdul Rashid <i>Universiti Teknologi MARA (UiTM) Perak</i></p>
4:42pm	<p>110-099 Enhancing Elementary Students' Spatial Awareness through Classroom Furniture Model-Making Kukuh Rizki Satriaji <i>Institut Teknologi Bandung, Indonesia</i></p>

SYMPOSIUM II Creative Art & Design <i>Nipah Room</i> Chairperson: Mohd Zaki Mohd Fadil <i>Universiti Teknologi MARA (UiTM) Melaka</i>	
Oral 1-19	
2:00pm	<p>113-102 Sustaining Cultural Identity through Contemporary Art: Digitalisation and the Role of Young Artists Khairul Ehsani Sapari <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:09pm	<p>116-105 The Art of Wau Jala Budi: A Study of Motifs Nur Wahida Hashim <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:18pm	<p>117-106 A Study on Decorative Motifs of Mimbar in Malacca Before Independence Era Nur Faezah Hashim <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:27pm	<p>114-114 Roles and Responsibilities of a Museum Curator in Malaysia Iman Zulaikha Ahmad Razlan <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:36pm	<p>125-115 Foldable Study Table Dr. Syarifah Hanum Ali <i>Universiti Malaysia Sabah</i></p>
2:45pm	<p>128-117 Pengaruh Ekologi Terhadap Karya Artis Seni Cetak Kontemporari Mursyidah Zainal Abidin <i>Universiti Malaya</i></p>



SYMPOSIUM II Creative Art & Design (Nipah Room)	
2:54pm	130-118 Raising Autism Awareness through Engaging Audio-Visual Educational Media Dr. Rahina Nugrahani <i>Universitas Negeri Semarang, Indonesia</i>
3:03pm	129-119 Development of Interactive Multimedia Learn with VANA (Verb, Adjective, Noun, Adverb) for Elementary Students Ratih Ayu Pratiwinindya <i>Universitas Negeri Semarang, Indonesia</i>
3:12pm	134-124 The Potential of Local Folklore through Motion Comic: A Pilot Project of Cheritera Kita Selangor Dr. Mohamed Razeef Abdul Razak <i>Universiti Teknologi MARA (UiTM) Selangor</i>
3:21pm	137-127 Digital Conservation of Borobudur Temple: Development of A Virtual Reality Application for Immersive Education and Exploration Wandah Wibawanto <i>Universitas Negeri Semarang, Indonesia</i>
3:30pm	139-130 The Impact of Public Art on Cultural Heritage Preservation and Sustainable Livelihoods in Sarawak Anissa Abdul Aziz <i>Universiti Malaysia Sarawak</i>
3:39pm	140-132 Intuitive Design on Intuitive Designer: The Use of Intuition in Designing a Mobile Game User Interface Auria Farantika Yogananti <i>Universiti Teknologi MARA (UiTM) Melaka</i>
3:48pm	143-136 Exoticism in the Aesthetics of Gedhog Woven Batik with Natural Dyes Sekar Ayu Studio, Tuban Regency Dwi Wahyuni Kurniawati <i>Universitas Negeri Semarang, Indonesia</i>
3:57pm	153-151 Islamic Calligraphy Script and Ornamentation in First Terapung Mosque in Perak (Al-Bard Mosque) Muhammad Hidayat Mat Saad <i>Universiti Teknologi MARA (UiTM) Selangor</i>
4:06pm	147-153 Exploring the Intersection of Piano Techniques and Emotional Resonance: A Study of Classical Performance in Nanchang, China Zhang Xiaochen <i>City University</i>



SYMPOSIUM II Creative Art & Design (Nipah Room)	
4:15pm	155-154 Reka Bentuk Busana Budaya Orang Asli Semai Dr. Rosliah Kiting <i>Universiti Pendidikan Sultan Idris</i>
4:24pm	079-160 A Study of Form of Rehal from National Museums Collection from 1957-2020 Nor Amizah Abd Jamil <i>Universiti Teknologi MARA (UiTM) Selangor</i>
4:33pm	101-163 Harmonising Sight and Sound: The Role of Hujan Keronchong in Shaping Narrative and Emotion in Mukhsin (2006) Nur Alwani Mohamad <i>Universiti Teknologi MARA (UiTM) Selangor</i>
4:42pm	166-164 Building Brand Equity through Visual Brand Identity in Mobile Apps: A Systematic Literature Review Dr. Shahrel Nizar Baharom <i>Universiti Teknologi MARA (UiTM) Perak</i>

SYMPOSIUM III Creative Art & Design / Tourism <i>Kabu Room</i> Chairperson: Ts. Noraziah Mohd Razali <i>Universiti Teknologi MARA (UiTM) Melaka</i>	
Oral 1-16	
2:00pm	170-169 Designing Therapeutic Waiting Areas: A New Media Framework for Reducing Stress in Healthcare Environments Raja Eda Shabina Raja Raimie <i>Universiti Sains Malaysia</i>
2:09pm	176-176 Study on Creative Transformation and Cultural Inheritance of Yueling Ancient Houses Canvas Dr. Yu Yongli <i>Universiti Teknologi MARA (UiTM)</i>
2:18pm	163-180 The Impact of Mural Art on City's Character Dr. Suhaila Abdul Rashid <i>Universiti Putra Malaysia</i>



SYMPOSIUM III Creative Art & Design / Tourism (Kabu Room)	
2:27pm	004-182 Analysing Elements of Character Design in Character: Case Study on Corpse Bride (2005) Mohd. Suhaimi Juhan <i>Universiti Teknologi MARA (UiTM) Selangor</i>
2:36pm	004-183 The Distinction of Character Art Styles in Adaptation Films: A Case Study of Sonic the Hedgehog (2020) Mohd. Suhaimi Juhan <i>Universiti Teknologi MARA (UiTM) Selangor</i>
2:45pm	179-186 The Philosophical Meaning of Karoh Decorations, Suang Lotud, Tuaran District, Sabah. Victor B. Pangayan <i>Universiti Malaysia Sabah</i>
2:54pm	180-187 Plastic Waste and 3D Printing Technologies: Handcrafted Industry Innovation Dr. Lilian Lee Shiau Gee <i>Universiti Malaysia Sabah</i>
3:03pm	198-201 Various Playing Patterns of Bonang Instruments in Music Gambang Semarang Abdul Rachman <i>Universitas Negeri Semarang, Indonesia</i>
3:12pm	048-208 Innovative Casting Techniques for Preserving Cultural Heritage: Wall Decorations of Hadejia Emir's Palace Ts. Dr. Muhammad Faizal Abdul Rani <i>Universiti Teknologi Malaysia</i>
3:21pm	043-025 The Impact of Cultural Commodification on Sarawaks Indigenous Identity Dr. Yvonne Michelle Campbell <i>Universiti Malaysia Sarawak</i>
3:30pm	044-026 Analyzing the Language of Tourism Promotional Materials for Sarawak's Four Ethnic Groups: Bidayuh, Iban, Melanau, and Orang Ulu Fallisca Evon Berek <i>Universiti Malaysia Sarawak</i>
3:39pm	045-039 Building Resilience for Sustainable Tourism Development Post Pandemic Ahmad Noor Syahir Bin Sazali, Nurafiqah Mohamad Musa <i>Universiti Teknologi MARA (UiTM) Sarawak</i>
3:48pm	058-040 A Review of Literary Tourism and its Sustainability in Southeast Asia Dr. Nur Hidayah Abd Rahman <i>Universiti Sains Islam Malaysia</i>



SYMPOSIUM III Creative Art & Design / Tourism (<i>Kabu Room</i>)	
3:57pm	059-041 Charting New Territories: The Intersection of Maqasid al-Shariah and Community-based Tourism in Orang Asli Communities Dr. Nurul Nadirah Abu Hasan <i>Universiti Sains Islam Malaysia</i>
4:06pm	142-135 Tourism Marketing: Towards Sustainable Destination (Sustainable Tourism) Measuring Factors Affecting Revisit Intention Dr. Nasser Ali M Khalufi <i>Jazan University, Saudi Arabia</i>
4:15pm	182-189 Beach Tourism and the Satisfaction Levels of Family Tourists around Pantai Cenang, Langkawi Island. Nurul Fadhliah Binti Muhamad Din <i>Universiti Kebangsaan Malaysia</i>

SYMPOSIUM IV Business & Management <i>Tubau Room 1</i> Chairperson: Dr. Siti Nurul Akma Ahmad <i>Universiti Teknologi MARA (UiTM) Melaka</i>	
Oral 1-15	
2:00pm	015-209 Mengintegrasikan Duckweed dalam Akuakultur Lestari: Implikasi Sosio-Ekonomi dan Alam Sekitar terhadap Penternak Ikan Berskala Kecil di Malaysia Dr. Siti Masayu Rosliah Abdul Rashid <i>Universiti Sains Malaysia</i>
2:09pm	030-013 Harnessing ROSCA: A Viable Funding Approach for Handicraft Producers in the Production of 'Baju Marik,' a Traditional Iban Costume Susana William Jalil <i>Universiti Teknologi MARA (UiTM) Sarawak</i>
2:18pm	050-031 Sokongan Komuniti dalam Memperkasakan Warga Emas: Mewujudkan Penuaan Aktif dalam Masyarakat Madani Dr. Nik Norliati Fitri Md Nor <i>Universiti Sains Malaysia</i>
2:27pm	051-032 Iterative Multiple-Pass Looping Risk Management Process Integration into Landscape Project Lifecycle Dr. Adam Aruldewan S.Muthuveeran <i>Universiti Putra Malaysia</i>



SYMPOSIUM IV Business & Management (<i>Tubau Room 1</i>)	
2:36pm	019-033 Effect of Brand Image on Consumers Purchase Decision of Toothpaste in Niger State Prof. Ijaiya, Mukaila Adebisi <i>Federal University of Technology, Minna, Niger State, Nigeria</i>
2:45pm	091-075 The Role of Well-being in Achieving Work-Life Balance for Lecturers in Hybrid Work Settings. Dr Christina Rathy Anthony Samy <i>Taylor's University</i>
2:54pm	107-092 Reforming Housing Policies in Malaysia: Insights from Singapore's Success, the UK's Challenges, and Budget 2025 Initiatives Jacqueline Chang Siak Gek <i>Swinburne University of Technology Sarawak</i>
3:03pm	118-107 Impact of Working Capital Management on Firm Performance in F&B Firms Listed in Malaysian Stock Market Wee-Cheng Lim <i>University of Technology Sarawak</i>
3:12pm	132-122 Employee Perception of AI Fairness Impacting Organizational Commitment & Job Meaningfulness Thai Anh Thu <i>University of Economics and Law (UEL), Vietnam</i>
3:21pm	133-123 A Study on Sustainable Well-Being for Designers: Enhancing Financial Security in the Gig Economy for Creative Industry Amina Syarfina Abu Bakar <i>Universiti Malaya-Wales</i>
3:30pm	156-155 Cultivating Heritage Preservation and Entrepreneurial Mindset among University Students. Mislina Atan <i>Universiti Teknikal Malaysia Melaka</i>
3:39pm	165-168 Human Behavioral and Psychological Aspects of the Retirement Decision among Rural and Urban Young Workers in Sabah Aidarina Jakaria and Syarifah Hanum Ali <i>Universiti Malaysia Sabah</i>
3:48pm	169-181 Exploring Social Protection for Gig Workers in Malaysia: A Conceptual Approach Dr. Nur Hazwani Zolkifly <i>Universiti Teknologi MARA (UiTM) Perak</i>



SYMPOSIUM IV Business & Management (<i>Tubau Room 1</i>)	
3:57pm	<p>201-204 A Technology-Driven Approach: The Impact of Customer Reviews on the Perceived Risks of Using Childcare Services Nur Farah Ain Abd Shukor <i>Universiti Pendidikan Sultan Idris</i></p>
4:06pm	<p>202-205 Parental Choices in Childcare Services: Customer Experience and Risks of Unregistered Childcare Nur Shahira Ahmad <i>Universiti Pendidikan Sultan Idris</i></p>

SYMPOSIUM V Communication & Media Studies / Law & Consumer Rights <i>Tubau Room 2</i> Chairperson: Dr. Nur Shazana Abdul Rani <i>Universiti Teknologi MARA (UiTM) Melaka</i>	
Oral 1-17	
2:00pm	<p>029-011 EnstarsTwt 101: Exploring the Organizational Characteristics of the Online Ensemble Stars Fandom Mishel Czharina D. Dimaunahan <i>University of the Philippines Los Baños, Philippines</i></p>
2:09pm	<p>025-017 The Influence of Traditional Chinese Philosophies on the Visual Identity of the Beijing 2008 and 2022 Olympics Zhou Yaru <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:18pm	<p>060-042 Empowering the Future: Digital Literacy and New Media Communication in the Anak Orang Asli Community Dr. Afiqah Mior Kamarulbaid <i>Universiti Sains Islam Malaysia</i></p>
2:27pm	<p>063-045 Leadership Communication Theory for Orang Asli in Malaysia: A Preliminary Analysis Mohd Faridh Hafez Mhd Omar <i>Universiti Sains Islam Malaysia</i></p>



SYMPOSIUM V	
Communication & Media Studies / Law & Consumer Rights (Tubau Room 2)	
2:36pm	066-047 Si Palui: Depicting the Banjarese Cultures and Daily Life through Digital Platform Dr. Sharifah Raihan Syed Jaafar <i>Universiti Kebangsaan Malaysia</i>
2:45pm	133-125 Exploring the Perceived Appeals and Influences of Communication in Korean Drama Waves of Malaysian Youths Wong Hoi Kei <i>Universiti Malaya-Wales</i>
2:54pm	145-138 Research-Creation as Methodology: Exploring Opportunity and Dilemma of Intelligent Spectacle and Interactive Interference for Cultural Sustainability Zhao Jie <i>Universiti Teknologi MARA (UiTM) Selangor</i>
3:03pm	085-146 Hashtags and Narratives: Social Network Analysis of Participatory Propaganda in the 2020 Political Crisis Shahnon Mohamed Salleh <i>Universiti Teknologi MARA (UiTM) Selangor</i>
3:12pm	018-171 Preposition Errors, Analysis of Hausa Films Subtitled in English: A Case Study of Abokin Mijina and Mansoor Dr. Ali Umar Muhammad <i>Northwest University, Kano, Nigeria</i>
3:21pm	172-172 A Study of Metonymical Conceptualization of the Body Part Term Hannu (Hand) in Hausa Online Newspapers and Dictionaries Dr. Yusuf Ahmed Gwarzo <i>Northwest University, Kano, Nigeria</i>
3:30pm	187-194 Digitalization of Education in Coastal Schools. Exploring Views and Experiences of Coastal School Teachers Muhaimi Saifuddin Mohamad Salleh <i>Universiti Teknikal Malaysia Melaka (UTeM)</i>
3:39pm	191-197 Students' Character Development in Engaging with Social Media in Malaysia: A Preliminary Study Dr. Halim Ismail <i>International Islamic University Malaysia</i>
3:48pm	193-198 Mythical Signification of the Kenyalang: A Semiotic Analysis of the Hornbill in Sarawaks National Identity Building through Barthes' Myth Theory Dr. Ringah Kanyan <i>Universiti Malaysia Sarawak</i>



SYMPOSIUM V	
Communication & Media Studies / Law & Consumer Rights (Tubau Room 2)	
3:57pm	<p>199-202 The Usability of Mental Health Website in Addressing Stress and Depression among Youth in Malaysia Uzaimah Ahmad Nizam <i>Universiti Selangor (UNISEL)</i></p>
4:06pm	<p>204-210 Representation and Inclusivity: Social Media as a Platform for Malaysian Actors to Address and Advocate Social Issues Sharifah Yuliana Bt Syed Ali Hanafiah <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
4:15pm	<p>160-159 Students Perspectives on Ethical Concerns in Metaverse E-commerce: A Focus Group Study Dr. Aidrina Mohamed Sofiadin <i>International Islamic University Malaysia</i></p>
4:24pm	<p>164-192 Online Dispute Resolution (ODR) in E-Commerce: Empowering Sustainability for Societal Well-Being Dr. Norhoneydayatie Abdul Manap <i>Universiti Kebangsaan Malaysia</i></p>



ORAL PRESENTATION SCHEDULE: ONLINE/VIRTUAL SESSION

16 APRIL 2025 (WEDNESDAY)	
Time	Event
2:00–4:00pm	PARALLEL SESSION 1 (ONLINE/VIRTUAL)
	<p align="center">SYMPOSIUM I Creative Art & Design / Tourism / Communication & Media Studies <i>Room 1</i> Chairperson: Muhammad Fitri Samsuddin <i>Universiti Teknologi MARA (UiTM) Melaka</i></p>
	Oral 1-9
2:00pm	<p>038-023 Flat Video vs. 360 Video: A Comparative Approach to Venomous Snake Mitigation Information Angelia Lionardi <i>Universitas Multimedia Nusantara, Indonesia</i></p>
2:09pm	<p>041-024 Interactive Virtual Reality Media for Venomous Snake Mitigation: Development of MIGUI (2024) Siti Adlina Rahmiaty <i>Universitas Multimedia Nusantara, Indonesia</i></p>
2:18pm	<p>053-034 Digital Innovation in Jingdezhen Ceramic Sculpture: Balancing Tradition and Modernity Fujiaqi <i>Universiti Teknologi MARA (UiTM) Melaka</i></p>
2:27pm	<p>144-137 Misa Melayu: An Intersection of Tradition, Culture, and Ceremony Nordiana Mohd Nordin <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:36pm	<p>203-206 Application of Artificial Intelligence Algorithms in Digital Media Arts: Chinese Calligraphy Education for Children with Specific Learning Disabilities (SLD) Jun Dong <i>Universiti Sains Malaysia</i></p>
2:45pm	<p>209-212 Personalised AI Chatbots in ESL and EFL: What Do Students Really Want? Mohamad Safwat Ashahri Mohd Salim <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
2:54pm	<p>184-191 Interpretive Analysis of Cultural Heritage Tourism Exhibition Hall: Jinggangshan Revolution Museum, China Zhou Shiwan <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>
3:03pm	<p>190-196 Determining Factors of Womens Intention for Pap Smear Test in Malaysia: An Extended TPB-Based Conceptual Model Dr. Mazita Mokhtar <i>Universiti Malaysia Pahang Al-Sultan Abdullah</i></p>



2:00-4:00pm	PARALLEL SESSION 1 (ONLINE/VIRTUAL)
3:12pm	<p>197-200 The Impact of Structured and Free-Form Art Therapy on Dental Anxiety in Children with Learning Disabilities Dr. Nor Malina Manan <i>Universiti Malaya</i></p>
3:21pm	<p>173-175 Exploring Ear-Based Training for Jazz Piano Improvisation: A Study with Novice Musicians Bowden Alexander <i>Universiti Teknologi MARA (UiTM) Selangor</i></p>



LIST OF e-POSTER PRESENTATION

Paper ID	PAPER TITLE & PRESENTER (PHYSICAL)
Poster 1-27	Creative Art & Design
033-019	Designing Bamboo-based Products for Elderly Care: A Cross-Cultural Study Between Japan and Malaysia Muhammad Fitri Samsuddin <i>Universiti Teknologi MARA (UiTM) Melaka</i>
035-021	Antropomorfik Juadah Raya Menerusi Kartun Malaysia Meriah Fazlina Mohd Radzi <i>Universiti Teknologi MARA (UiTM) Melaka</i>
056-038	Research on the Inheritance and Revitalization of Henan Folk Art under the Protection of Intangible Cultural Heritage Dr. Fang Tian <i>Universiti Teknologi MARA (UiTM) Selangor</i>
067-048	Application of the AIDA Model in Advertising Artwork: A Case Study of Graphic Design Students at Universiti Teknologi Mara, Melaka Norsharina Samsuri <i>Universiti Teknologi MARA (UiTM) Melaka</i>
071-053	Preferences for Cultural Relic Preservation Method in Traditional Chinese Museums Liu Jun <i>Universiti Putra Malaysia</i>
073-055	Malay Cultural Heritage in Malaysian Postage Stamps (Legendary Stories of Malay Folklore) Nor Arseha Karimon <i>Universiti Teknologi MARA (UiTM) Melaka</i>
006-060	Assessing Visual Fidelity in AI-Generated Images of Malaysian Icons: A Case Study of Midjourney, DALL-E, and Stable Diffusion Mohd Zaki Mohd Fadil <i>Universiti Teknologi MARA (UiTM) Melaka</i>
016-061	Experiencing AI Applications to Foster Creative Thinking in the Initial Phases of Product Design Dr. Nurhikma Mat Yusof <i>Universiti Teknologi MARA (UiTM) Melaka</i>
021-069	Mise-en-Scne and Social Cohesion: Analysing Narrative Impact in Petronas Malaysia Day Advertisement Dona Lowii Madon <i>Universiti Teknologi MARA (UiTM) Selangor</i>
020-070	i-TADs: Instructional Design Framework for Interactive Multimedia Teaching Aids for Malaysian Hearing-Impaired Students Aidah Alias <i>Universiti Teknologi MARA (UiTM) Melaka</i>
022-072	Understanding the Principles of Digital Photography in Syariah Investigations: A Systematic Literature Review Farihan Zahari <i>Universiti Teknologi MARA (UiTM) Selangor</i>



Paper ID	PAPER TITLE & PRESENTER (PHYSICAL)
	Creative Art & Design
088-073	An Analysis of Taoist Interpretation in Mu Di (1963) Ink-Wash Animation Li Jine <i>Universiti Teknologi MARA (UiTM) Melaka</i>
095-077	Incorporating Product Effect Method in Virtual Classroom Learning Environment among Creative Design Disciplines Between Public and Private Universities in Malaysia Muhammad Muizzuddin Darus <i>Universiti Teknologi MARA (UiTM) Melaka</i>
047-086	Emote, Buy, Enjoy: Mapping the Intensity of Emotions for Virtual Skins with Plutchiks Wheel Ts. Noraziah Mohd Razali <i>Universiti Teknologi MARA (UiTM) Sarawak</i>
102-087	Paneling Design in Manga: A Comparative Analysis of Narrative and Combat Scenes Xiaodong Wang <i>Universiti Teknologi MARA (UiTM)</i>
103-088	A Proposed Theoretical Framework for Sustained Online Learning Among Students with Disabilities: Insight from UTAUT2 Siti Faridah Arshad <i>Universiti Teknologi MARA (UiTM) Melaka</i>
104-089	Feasibility Analysis of Combining AI, Big Data, and CG Technology to Optimize Chinese Font and Visual Identity (VI) Design Processes and Efficiency Huang Wenjun <i>Universiti Teknologi MARA (UiTM) Selangor</i>
108-097	Aprisasi Karya Agung Sulalatus Salatin dalam Bentuk Kecerdasan Buatan (AI) dalam Lukisan Seni Halus Mohd Ali Azraie Bebit <i>Universiti Teknologi MARA (UiTM) Melaka</i>
108-098	Mukataip dalam Watak Sastera Melayu Dayang Senandung Iqbal bin Jaafar <i>Universiti Teknologi MARA (UiTM) Melaka</i>
097-103	AIGC-Assisted Exploration of the Spatial Layout of Rongxi Hall in a Dream of Red Mansions Yang Zhou <i>Universiti Teknologi MARA (UiTM) Selangor</i>
115-104	The Design Characteristics of Streetwear T-shirt in Kuala Lumpur Muhamad Faiz Safwan Abdul Rahim <i>Universiti Teknologi MARA (UiTM) Selangor</i>
123-112	Liquid Tree Phototank - Shaping Alternative Vegetation Implementation as an Interior Element Mutiar Ayu Larasati <i>Institut Teknologi Bandung, Indonesia</i>
152-148	The Diversified Expression of Innovative Materials in Soft Sculpture Art Cheng mengyao <i>Universiti Teknologi MARA (UiTM) Melaka</i>
042-149	AI-Enhanced Graphic Design Process Framework: A Systematic Analysis Mohd Zaki Mohd Fadil <i>Universiti Teknologi MARA (UiTM) Melaka</i>



Paper ID	PAPER TITLE & PRESENTER (PHYSICAL)
Creative Art & Design	
042-150	Embracing Artificial Intelligence in Creative Arts Education Mohd Zaki Mohd Fadil <i>Universiti Teknologi MARA (UiTM) Melaka</i>
171-170	"Guided and Unguided? Investigating Model-Making Techniques in Malaysian Undergraduate Industrial Design Education" Rosaliana Rahim <i>Universiti Teknologi MARA (UiTM) Melaka</i>
178-185	Implementation of Quintuple Helix in Developing Public Art Initiatives for Alor Gajah Urban Representation Dr. Sharmiza Abu Hassan <i>Universiti Teknologi MARA (UiTM) Melaka</i>
Poster 1-15 Business & Management	
012-014	Kloth Care Malaysia as Social Business Model Innovation through Fabric Recycling Azni Hanim Hamzah <i>Universiti Teknologi MARA (UiTM) Melaka</i>
034-020	Current Landscape of The Inclusive Workplace: A Bibliometric Analysis Dr. Siti Nurul Akma Ahmad <i>Universiti Teknologi MARA (UiTM) Melaka</i>
086-071	Bibliometric Analysis of Global Research Trends in Inclusive Education Syahrina Hayati Md Jani <i>Universiti Teknologi MARA (UiTM) Melaka</i>
003-074	Mapping the Field: A Bibliometrics Analysis of the Literature Utilization in Financial Stress Siti Mariam Ali <i>Universiti Teknologi MARA (UiTM) Melaka</i>
094-076	Current Challenges in Shaping Employee's Ethical Behaviour for Sustainable Organization: A Meta-Analysis Norlida Zakirai@Zakaria <i>Universiti Teknologi MARA (UiTM) Melaka</i>
136-126	From Green Practices to Strategic HR: A Bibliometric Analysis of Green Human Resource Management Literature Nur Faithzah Jamian <i>Universiti Teknologi MARA (UiTM) Melaka</i>
136-128	The Influence of Leader Support on Employee Green Behaviour: Mediating Role of Green Work Climate Siti Norashikin Bashirun <i>Universiti Teknologi MARA (UiTM) Melaka</i>
094-131	Predicting of Knowledge Hiding Behaviour: A Conceptual Study Erratul Shela Eshak <i>Universiti Teknologi MARA (UiTM) Melaka</i>
086-133	Design for Diversity: Sensory Processing Disorder and Classroom Adaptations Ainul Huda Mohamad Pesal <i>Universiti Teknologi MARA (UiTM) Melaka</i>
099-140	Understanding Household Income in Analysing Socioeconomic Patterns among B40 Households Fatin Athirah Mohd Fazi <i>Universiti Teknologi MARA (UiTM) Melaka</i>



Paper ID	PAPER TITLE & PRESENTER (PHYSICAL)
Business & Management	
168-166	Determinant of New Federal City of Indonesia (Nusantara) Impacting Medical Tourism in Malaysia: A Conceptual Study Dr. Zulkefli Muhamad Hanapiyah <i>Universiti Teknologi MARA (UiTM) Melaka</i>
174-173	A Conceptual Framework for Sustaining Penangs Medical Tourism Growth Dr. Rizuwan Abu Karim <i>Universiti Teknologi MARA (UiTM) Melaka</i>
012-178	Kloth Circularity Malaysia as Social Business Model Innovation through Fabric Recycling Azni Hanim Hamzah <i>Universiti Teknologi MARA (UiTM) Melaka</i>
183-190	Sustainable Digital Childcare Center Management Alester G Jakuil <i>Politeknik Kota Kinabalu</i>
003-211	Towards Concise Reporting of Financial Stress: A Bibliometric Review of Eight Decades of Research Siti Mariam Ali <i>Universiti Teknologi MARA (UiTM) Melaka</i>
Communication & Media Studies	
037-022	Tiktok Made Me Buy It!: Brands Social Marketing Impacts in Malaysian Fashion Industry among Gen Z Dr. Nur Shazana Abdul Rani <i>Universiti Teknologi MARA (UiTM) Melaka</i>
057-068	The Viral Video Framework: A Systematic Literature Review on Emotional Triggers, Social Influence, and AI Algorithms (2011-2024) Mohd Hanif Mohd Omar <i>Universiti Teknologi MARA (UiTM) Melaka</i>
028-085	Framing the Election: Analyzing Bernama Images in Malaysias By-Election Shafezah Abdul Wahab <i>Universiti Teknologi MARA (UiTM) Melaka</i>
Law & Consumer Rights	
084-096	Copyright Protection in Malaysia Amid Legal Challenges of AI-Generated Content Dr. Nasihah Naimat <i>Universiti Teknologi MARA (UiTM) Melaka</i>
Tourism	
039-037	Travel Motivation in Families of Children with Autism Spectrum Disorder Dr. Fauzunnasirah Fazil <i>Universiti Teknologi MARA (UiTM) Melaka</i>



Paper ID	PAPER TITLE & PRESENTER (ONLINE/VIRTUAL)
Poster 1-2	Business & Management
186-193	Dental Anxiety Assessment in Children: Novel Insights from Heart Rate Variability Biofeedback Dr. Nor Qistina Hanum Abdul Razif <i>Universiti Malaya</i>
181-188	The Impact of Dental Tour and Expressive Art Therapy on Children Dr. Su Reen Liew <i>Universiti Malaya</i>
Poster 1	Law & Consumer Rights
092-184	Legal Issues Regarding Creditor's Entitlement to Payment during the Winding-up Proceeding with Particular Emphasis on the Rights of Unsecured Creditors in Malaysia and United Kingdom. Mohd Asmadi Mohd Angsor <i>Universiti Tun Hussein Onn Malaysia</i>
Poster 1-2	Creative Arts & Design
109-095	Exploration of the Development of Art Authentication Service Mechanisms Promoted by Free Trade Zones Assoc. Prof. Dr. Xing Yin <i>Communication University of China, Nanjing, China</i>
087-141	Assessing User Perceptions and Design Preferences for Lower Limb Physical Amputees in Malaysia Nor Rofizah Johari <i>Universiti Teknologi MARA (UiTM) Melaka</i>

Link and QR Code for e-Poster:

<https://drive.google.com/file/d/1pPRrRYbzneQWVL16KejGw06y39ZnMcf/view?usp=sharing>





LIST OF REGISTERED PARTICIPANTS

No.	Name	Institution	Email	Country
1	Abdul Rachman	Universitas Negeri Semarang	dulkemplinx@mail.unnes.ac.id	Indonesia
2	Abdullah Al Rashid Bin Ab Hamid	Universiti Tun Hussein Onn Malaysia	alrashid@uthm.edu.my	Malaysia
3	Dr. Adam Aruldewan S.Muthuveeran	Universiti Putra Malaysia	aruldewan@upm.edu.my	Malaysia
4	Adityayoga	Jakarta Institute of Arts	adit.inlander@gmail.com	Indonesia
5	Dr. Afiqah Mior Kamarulbaid	Universiti Sains Islam Malaysia	afiqahmior@usim.edu.my	Malaysia
6	Ahmad Harith Syah Md Yusuf	Universiti Teknologi MARA (UiTM) Melaka	harith424@uitm.edu.my	Malaysia
7	Ahmad Noor Syahir Sazali	Universiti Teknologi MARA (UiTM) Sarawak	ahmadnoor@uitm.edu.my	Malaysia
8	Ahmad Taufiq	Universiti Teknologi MARA (UiTM) Selangor	ahmadtaufiq@tarc.edu.my	Malaysia
9	Aidah Alias	Universiti Teknologi MARA (UiTM) Melaka	2019877528@student.uitm.edu.my	Malaysia
10	Aidarina Jakaria	Universiti Malaysia Sabah	jaidarina@epf.gov.my	Malaysia
11	Dr. Aidrina binti Mohamed Sofiadin	International Islamic University Malaysia	aidrina86@icloud.com	Malaysia
12	Aiqa Afiqah Isnin	Universiti Teknologi MARA (UiTM) Selangor	aiqaafiqahh@unisel.edu.my	Malaysia
13	Ajibola Khairat Taiwo	Federal Polytechnic, Ayede, Ogbomoso, Oyo State, Nigeria	ajibolakt@federalpolyayede.edu.ng	Nigeria
14	Alester G Jakuil	Politeknik Kota Kinabalu	alestergjakuil@gmail.com	Malaysia
15	Dr. Ali Umar Muhammad	Northwest University, Kano, Nigeria	babangidamama@gmail.com	Nigeria
16	Dr. Alia Farahin Abd Wahab	Universiti Teknologi MARA (UiTM) Selangor	aliafarahin@uitm.edu.my	Malaysia
17	Aliyyatul Muna Ahmad Roslan	Universiti Teknologi MARA (UiTM) Perak	aliyyatulmuna@gmail.com	Malaysia
18	Amina Syarfina Binti Abu Bakar	Universiti Malaya-Wales	aminasyarfina909@gmail.com	Malaysia
19	Aminu Sherifdeen Olatunji	The Federal Polytechnic Ayede	olatumjiayinde4u@gmail.com	Nigeria
20	Amira Fiqrin Jamal	Universiti Selangor (UNISEL)	amirafiqrin@gmail.com	Malaysia
21	Anas Ahmad Kamari	WMIT Group Sdn Bhd	anasays27@gmail.com	Malaysia
22	Dr. Anderson Ngelambong	Universiti Teknologi MARA (UiTM) Pulau Pinang	anderson@uitm.edu.my	Malaysia
23	Angelia Lionardi	Universitas Multimedia Nusantara, Indonesia	angelialionardi@umn.ac.id	Indonesia
24	Anh Thu Thai	University of Economics and Law (UEL), Vietnam	thuta22411c@st.uel.edu.vn	Vietnam
25	Anissa Abdul Aziz	Universiti Malaysia Sarawak	aanissa@unimas.my	Malaysia



No.	Name	Institution	Email	Country
26	Annisa Sukma Ningrati	Tunas Nusa Foundation	ichannisasn@gmail.com	Indonesia
27	Auria Farantika Yogananti	Universiti Teknologi MARA (UiTM) Melaka	2023292432@student.uitm.edu.my	Indonesia
28	Assoc. Prof. Dr. Azahar Harun	Universiti Teknologi MARA (UiTM) Melaka	azahar581@uitm.edu.my	Malaysia
29	Azni Hanim Hamzah	Universiti Teknologi MARA (UiTM) Melaka	azni.hanim@uitm.edu.my	Malaysia
30	Bowden Alexander	Universiti Teknologi MARA (UiTM) Selangor	2023220822@student.uitm.edu.my	Malaysia
31	Choirunnisa Rezky Ramadhani	Telkom University	choirunnisa.rezky@gmail.com	Indonesia
32	Dr. Christina Rathy Anthony Samy	Taylor's University	christina.rathy@taylors.edu.my	Malaysia
33	Daiboyan	Universiti Putra Malaysia	dbby2023ap@126.com	Malaysia
34	Dona Lowii Binti Madon	Universiti Teknologi MARA (UiTM) Selangor	donalowii@gmail.my	Malaysia
35	Dwi Wahyuni Kurniawati	Universitas Negeri Semarang	dwiwahyuni_kumiawati@mail.unnes.ac.id	Indonesia
36	Eliza Seth	Politeknik Sultan Ibrahim	esi7790700@yahoo.com	Malaysia
37	Eljihadi Alfin	Institut Teknologi Bandung	alfin.eljihadi@gmail.com	Indonesia
38	Dr. Ellyana Mohd Muslim Tan	Universiti Teknologi MARA (UiTM) Selangor	ellyana@uitm.edu.my	Malaysia
39	Ezleen Shafena Md Saad	Universiti Teknologi MARA (UiTM) Perak	fenasaha@gmail.com	Malaysia
40	Fallisca Evon Berek	Universiti Malaysia Sarawak	fallisca.evon@gmail.com	Malaysia
41	Dr. Fang Tian	Universiti Teknologi MARA (UiTM) Selangor	tianfang@xmdbedus.cn	Malaysia
42	Fanisya Alya Puteri	Institut Teknologi Bandung	fanisya_alya@sbm-itb.ac.id	Indonesia
43	Farihan Zahari	Universiti Teknologi MARA (UiTM) Selangor	farih491@uitm.edu.my	Malaysia
44	Fatin Athirah Mohd Fazi	Universiti Teknologi MARA (UiTM) Melaka	fatynathierah@gmail.com	Malaysia
45	Dr. Fauzunnasirah Fazil	Universiti Teknologi MARA (UiTM) Melaka	jun1410@uitm.edu.my	Malaysia
46	Fazlina Mohd Radzi	Universiti Teknologi MARA (UiTM) Melaka	fazlinaradzi@uitm.edu.my	Malaysia
47	Dr. Hakimi Halim	Universiti Malaysia Sarawak	cyberco84@gmail.com	Malaysia
48	Dr. Halim Ismail	International Islamic University Malaysia	halimismail@iium.edu.my	Malaysia
49	Haslinda Daud	Universiti Teknologi MARA (UiTM) Melaka	haslinda.daud65@gmail.com	Malaysia
50	Hilal Mazlan	Universiti Teknologi MARA (UiTM) Perak	hilal@uitm.edu.my	Malaysia
51	Huang Wenjun Huang	Universiti Teknologi MARA (UiTM) Selangor	2022973635@student.uitm.edu.my	China
52	Huang Yan	Universiti Putra Malaysia	gs63730@student.upm.edu.my	Malaysia



No.	Name	Institution	Email	Country
53	Ida Shaheera Azhar	Universiti Teknologi MARA (UiTM) Selangor	2022745483@student.uitm.edu.my	Malaysia
54	IF Bambang Sulistyono	Universitas Sebelas Maret Surakarta	ifbambang@staff.uns.ac.id	Indonesia
55	Iman Zulaikha Ahmad Razlan	Universiti Teknologi MARA (UiTM) Selangor	im.zukha13@gmail.com	Malaysia
56	Irena Vanessa Gunawan	Universitas Kristen Maranatha	irena_75@yahoo.com	Indonesia
57	Jacob, King Soon Ting	Swinburne University of Technology, Malaysia	jting@swinburne.edu.my	Malaysia
58	Jacqueline Chang	Swinburne University of Technology Sarawak	jcgek@swinburne.edu.my	Malaysia
59	James Frederich Kurnia Jaya	BINUS School Semarang	james.jaya@binus.edu	Indonesia
60	Jiaqi Fu	Universiti Teknologi MARA (UiTM) Melaka	milo1217mama@sina.cn	China
61	Jine Li	Universiti Teknologi MARA (UiTM) Melaka	2021342761@student.uitm.edu.my	China
62	Assoc. Prof. Dr. Johari Abdullah	Universiti Malaysia Sarawak	ajohari@unimas.my	Malaysia
63	Jun Dong	Universiti Sains Malaysia	dj09123696@outlook.com	Malaysia
64	Jun Liu	Universiti Putra Malaysia	gs64132@student.upm.edu.my	Malaysia
65	Khairul Ehsani Sapari	Universiti Teknologi MARA (UiTM) Selangor	khairulehsanisapari@gmail.com	Malaysia
66	Kukuh Rizki Satriaji	Institut Teknologi Bandung	kukuh.satriaji@gmail.com	Indonesia
67	Lili Eliana Mohd Radzuan	Universiti Teknologi MARA (UiTM) Selangor	eliana516@uitm.edu.my	Malaysia
68	Dr. Lilian Lee	Universiti Malaysia Sabah	lilian@ums.edu.my	Malaysia
69	Lim Wee Cheng Lim	University of Technology Sarawak	lim.wee.cheng@uts.edu.my	Malaysia
70	Linda Handayani Sukaemi	Institut Teknologi Bandung	linda.sukaemi@itb.ac.id	Indonesia
71	Luqman Mohd Oslan	Universiti Teknologi MARA (UiTM) Selangor	luqman520@uitm.edu.my	Malaysia
72	Mairul Nisa Malek	Universiti Teknologi MARA (UiTM) Selangor	mmairulnisa@gmail.com	Malaysia
73	Mazarina Md Zain	International Islamic University Malaysia	mazarinamdzain@gmail.com	Malaysia
74	Dr. Mazita Binti Mokhtar	Universiti Malaysia Pahang Al-Sultan Abdullah	mazita@umpsa.edu.my	Malaysia
75	Meiqing Shao	Universiti Malaya	s2036327@siswa.um.edu.my	Malaysia
76	Mengyao Cheng	Universiti Teknologi MARA (UiTM) Melaka	2023183143@student.uitm.edu.my	Malaysia
77	Miranti Sari Rahma	Institut Teknologi Bandung	mirantisarahma@itb.ac.id	Indonesia
78	Mishel Czharina Dimaunahan	University of the Philippines Los Baos	mddimaunahan@up.edu.ph	Philippines



No.	Name	Institution	Email	Country
79	Mislina Atan	Universiti Teknikal Malaysia Melaka	mislina@utem.edu.my	Malaysia
80	Dr. Mohamed Razeef Abdul Razak	Universiti Teknologi MARA (UiTM) Selangor	razeef080@uitm.edu.my	Malaysia
81	Mohammad Firdaus Azman	Universiti Teknologi MARA (UiTM) Perak	moham735@uitm.edu.my	Malaysia
82	Mohd Ali Azraie Bebit	Universiti Teknologi MARA (UiTM) Melaka	aliazraiebebit@gmail.com	Malaysia
83	Mohd Asmadi Mohd Angsor	Universiti Tun Hussein Onn Malaysia	mohdasmadi@uthm.edu.my	Malaysia
84	Mohd Faridh Hafez Mhd Omar	Universiti Sains Islam Malaysia	faridhomar@usim.edu.my	Malaysia
85	Dr. Mohd Fauzi Kamarudin	Universiti Teknikal Malaysia Melaka (UTeM)	mohdfauzi@utem.edu.my	Malaysia
86	Mohd Hanif Mohd Omar	Universiti Teknologi MARA (UiTM) Melaka	hanifomar@uitm.edu.my	Malaysia
87	Mohd Sufian Ab Kadir	Universiti Teknologi MARA (UiTM) Melaka	sufian7692@uitm.edu.my	Malaysia
88	Mohd Zaki Mohd Fadil	Universiti Teknologi MARA (UiTM) Melaka	2023116313@student.uitm.edu.my	Malaysia
89	Mohd. Suhaimi Juhan	Universiti Teknologi MARA (UiTM) Selangor	suhaimijuhan@uitm.edu.my	Malaysia
90	Dr. Mufutau Akanmu Popoola	Federal Polytechnic Ayede, Oyo State Nigeria	mufutau20@gmail.com	Nigeria
91	Muhaimi Saifuddin Mohd Salleh	Universiti Teknikal Malaysia Melaka (UTeM)	muhaimisaifuddin@yahoo.com	Malaysia
92	Muhamad Faiz Safwan Bin Abdul Rahim	Universiti Teknologi MARA (UiTM) Selangor	mufasastudio@gmail.com	Malaysia
93	Dr. Muhammad Faizal Abdul Rani	Universiti Teknologi Malaysia	muhammadfaizal.ar@utm.my	Malaysia
94	Muhammad Farris Imadi Bin Fuze5	Universiti Kebangsaan Malaysia	elementfarris@gmail.com	Malaysia
95	Muhammad Fitri Samsuddin	Universiti Teknologi MARA (UiTM) Melaka	muhammadfitri@uitm.edu.my	Malaysia
96	Muhammad Hidayat Mat Saad	Universiti Teknologi MARA (UiTM) Selangor	dayatmatsaad@gmail.com	Malaysia
97	Muhammad Muizzuddin Darus	Universiti Teknologi MARA (UiTM) Melaka	muizzuddin@uitm.edu.my	Malaysia
98	Dr. Muhammad Nur Firdaus Nasir	Universiti Teknologi MARA (UiTM) Melaka	firdausnasir@uitm.edu.my	Malaysia
99	Prof. Mukaila Ijaiya	Federal University of Technology, Minna, Niger State, Nigeria	maijaiya@futminna.edu.ng	Nigeria
100	Mursyidah Zainal Abidin	Universiti Malaya	mursyidah@uitm.edu.my	Malaysia
101	Prof. Dr. Musdi Shanat	Universiti Malaysia Sarawak	smusdi@unimas.my	Malaysia
102	Mutiara Ayu Larasati	Institut Teknologi Bandung	mayularasati@itb.ac.id	Indonesia
103	Dr. Nasihah Naimat	Universiti Teknologi MARA (UiTM) Melaka	nasihahnaimat@uitm.edu.my	Malaysia
104	Dr. Nasser Ali M Khalufi	Jazan University	ankalofi@gmail.com	Saudi Arabia



No.	Name	Institution	Email	Country
105	Dr. Natrina Toyong	Universiti Teknologi MARA (UiTM) Selangor	natrinatoy@uitm.edu.my	Malaysia
106	Dr. Nik Norliati Fitri Md Nor	Universiti Sains Malaysia	nikfitri@usm.my	Malaysia
107	Nor Adleena Mohd Nizar	Universiti Teknologi MARA (UiTM) Selangor	adleena.aishah@gmail.com	Malaysia
108	Nor Amizah Binti Abd Jamil	Universiti Teknologi MARA (UiTM) Selangor	mimijamil2111@gmail.com	Malaysia
109	Nor Arseha Karimon	Universiti Teknologi MARA (UiTM) Melaka	arsehakarimon12@gmail.com	Malaysia
110	Dr. Nor Asikin Shaharuddin	Universiti Teknologi MARA (UiTM) Melaka	asikin690@uitm.edu.my	Malaysia
111	Dr. Nor Malina Manan	Universiti Malaya	drmalina@um.edu.my	Malaysia
112	Dr. Nor Qistina Hanum Abdul Razif	Universiti Malaya	qistinahanum@gmail.com	Malaysia
113	Nor Rofizah Johari	Universiti Teknologi MARA (UiTM) Melaka	2023679708@student.uitm.edu.my	Malaysia
114	Nora Hafildah	Telkom University	hafildahnora@gmail.com	Indonesia
115	Noraziah Mohd Razali	Universiti Teknologi MARA (UiTM) Sarawak	noraziahmohdrazali@uitm.edu.my	Malaysia
116	Nordiana Mohd Nordin	Universiti Teknologi MARA (UiTM) Selangor	ndiana@uitm.edu.my	Malaysia
117	Norfarhana Binti Ahmad Ghafar	Universiti Sains Islam Malaysia	farhana.ghafar@gmail.com	Malaysia
118	Norhidayah Adnan	Universiti Malaya	nnorhidayah.adnann@gmail.com	Malaysia
119	Dr. Norhoneydayatie Abdul Manap	Universiti Kebangsaan Malaysia	norhoney@ukm.edu.my	Malaysia
120	Norlida Zakirai@Zakaria	Universiti Teknologi MARA (UiTM) Melaka	NorLidaPhd@gmail.com	Malaysia
121	Norsharina Samsuri	Universiti Teknologi MARA (UiTM) Melaka	norsharinasamsuri@uitm.edu.my	Malaysia
122	Nur Aiza Zainol Abidin	Universiti Teknologi MARA (UiTM) Selangor	aizazainol@uitm.edu.my	Malaysia
123	Nur Faezah Hashim	Universiti Teknologi MARA (UiTM) Selangor	nfaezah.hashim@gmail.com	Malaysia
124	Dr. Nur Faizah Mohd Pahme	Universiti Teknologi MARA (UiTM) Perak	faizahmp@uitm.edu.my	Malaysia
125	Nur Farah Ain Binti Abd Shukor	Universiti Pendidikan Sultan Idris	farahain2712@gmail.com	Malaysia
126	Dr. Nur Hazwani Zolkify	Universiti Teknologi MARA (UiTM) Perak	nurha743@uitm.edu.my	Malaysia
127	Dr. Nur Hidayah Abd Rahman	Universiti Sains Islam Malaysia	nhidayah.ar@usim.edu.my	Malaysia
128	Nur Shahira Ahmad	Universiti Pendidikan Sultan Idris	nurshahira.ahmad2106@gmail.com	Malaysia
129	Dr. Nur Shazana Abdul Rani	Universiti Teknologi MARA (UiTM) Melaka	nurshazana@uitm.edu.my	Malaysia
130	Nur Syazwani Abdul Rashid	Universiti Teknologi MARA (UiTM) Perak	syazwani_rashid@yahoo.com	Malaysia
131	Nur Wahida Hashim	Universiti Teknologi MARA (UiTM) Selangor	nurwahidahashim99@gmail.com	Malaysia



No.	Name	Institution	Email	Country
132	Dr. Nurhikma Mat Yusof	Universiti Teknologi MARA (UiTM) Melaka	hikmayusof@uitm.edu.my	Malaysia
133	Nurul Fadhliah Muhamad Din	Universiti Kebangsaan Malaysia	nurulfad.md@gmail.com	Malaysia
134	Dr. Nurul Nadirah Abu Hasan	Universiti Sains Islam Malaysia	nurulnadirah@usim.edu.my	Malaysia
135	Nurziehan Baharuddin	Universiti Teknologi MARA (UiTM) Selangor	nurziehan@uitm.edu.my	Malaysia
136	Dr. Panglu Pang	Universiti Malaya	s2118920@siswa.um.edu.my	Malaysia
137	Pham Ngoc Phuong Trinh Pham	University of Economics and Law	trinhpnp23406@st.uel.edu.vn	Vietnam
138	Dr. Rahina Nugrahani	Universitas Negeri Semarang	rahina_dkv@mail.unnes.ac.id	Indonesia
139	Raja Eda Shabina Raja Raimie Azhar	Universiti Sains Malaysia	shabyazhar@gmail.com	Malaysia
140	Raja Mohamad Alif Raja Mohamad Adnan	Universiti Teknologi MARA (UiTM) Selangor	rajaalif7259@uitm.edu.my	Malaysia
141	Ranee Atlas	Universiti Teknologi MARA (UiTM) Sarawak	ranee@uitm.edu.my	Malaysia
142	Ratih Ayu Pratiwinindya	Universitas Negeri Semarang	ratihayu_psr@mail.unnes.ac.id	Indonesia
143	Dr. Ringah Kanyan	Universiti Malaysia Sarawak	lrkanyan@gmail.com	Malaysia
144	Dr. Rizuwan Abu Karim	Universiti Teknologi MARA (UiTM) Melaka	rizuwan305@uitm.edu.my	Malaysia
145	Rosaliana Rahim	Universiti Teknologi MARA (UiTM) Melaka	rosaliana@uitm.edu.my	Malaysia
146	Dr. Rosliah Kiting	Universiti Pendidikan Sultan Idris	rosliah@fbk.upsi.edu.my	Malaysia
147	Dr. Rosyida Mohd Rozlan	Universiti Pendidikan Sultan Idris	rosyida@fskik.upsi.edu.my	Malaysia
148	Salmiah Binti Aziz	Universiti Sultan Zainal Abidin	salmiah.a@umk.edu.my	Malaysia
149	Santo Tjhin	Sampoerna University, Indonesia	santo.tjhin@sampoernauniversity.ac.id	Indonesia
150	Shafezah Abdul Wahab	Universiti Teknologi MARA (UiTM) Melaka	shafezah@uitm.edu.my	Malaysia
151	Shannon Mohamed Salleh	Universiti Teknologi MARA (UiTM) Selangor	shannon@uitm.edu.my	Malaysia
152	Shahrel Nizar Baharom	Universiti Teknologi MARA (UiTM) Perak	shahrelnizar@gmail.com	Malaysia
153	Shaliza Dasuki	Universiti Teknologi MARA (UiTM) Melaka	shalizadas@outlook.com	Malaysia
154	Dr. Sharifah Raihan Syed Jaafar	Universiti Kebangsaan Malaysia	s_raihan@ukm.edu.my	Malaysia
155	Sharifah Yuliana Syed Ali Hanafiah	Universiti Teknologi MARA (UiTM) Selangor	nelissaedreena04@gmail.com	Malaysia
156	Sharifah Yuliana Syed Ali Hanafiah	Universiti Teknologi MARA (UiTM) Selangor	yuliana@uitm.edu.my	Malaysia
157	Sharina Empen	Sarawak Energy Berhad	Sharina.Empen@sarawakenergy.com	Malaysia



No.	Name	Institution	Email	Country
158	Dr. Sharmiza Abu Hassan	Universiti Teknologi MARA (UiTM) Melaka	sharmiza129@uitm.edu.my	Malaysia
159	Shuangyan Du	Universiti Malaya	dunancyer@163.com	Malaysia
160	Shunbo Dai	Universiti Malaya	1260200233dai@sina.com	Malaysia
161	Silmi Cahya Pradini Priliana	Universitas Sebelas Maret Surakarta	silmi.priliana@staff.uns.ac.id	Indonesia
162	Dr. Siti Ezaleila Mustafa	Universiti Malaya	ezaleila@um.edu.my	Malaysia
163	Siti Faridah Hj Arshad	Universiti Teknologi MARA (UiTM) Melaka	faridaharshad90@gmail.com	Malaysia
164	Siti Mariam Ali	Universiti Teknologi MARA (UiTM) Melaka	smali@uitm.edu.my	Malaysia
165	Dr. Siti Masayu Rosliah Abdul Rashid	Universiti Sains Malaysia	masayurashid@usm.my	Malaysia
166	Siti Norashikin Bashirun	Universiti Teknologi MARA (UiTM) Melaka	sitonorashikin3639@uitm.edu.my	Malaysia
167	Siti Nuratirah Che Mohd Nasir	Universiti Malaysia Kelantan	nuratirah.mn@umk.edu.my	Malaysia
168	Dr. Siti Nurul Akma Ahmad	Universiti Teknologi MARA (UiTM) Melaka	sitinu8498@uitm.edu.my	Malaysia
169	Siti Rahmiaty	Universitas Multimedia Nusantara, Indonesia	siti.rahmiaty@umn.ac.id	Indonesia
170	Siti Shahida Binti Kamel	Universiti Malaysia Sarawak	shahidakamel@gmail.com	Malaysia
171	Dr. Su Reen Liew	Universiti Malaya	sureenliew@gmail.com	Malaysia
172	Dr. Suhaila Binti Abdul Rashid	Universiti Putra Malaysia	suhailarashid@upm.edu.my	Malaysia
173	Susana William Jalil	Universiti Teknologi MARA (UiTM) Sarawak	susanna@uitm.edu.my	Malaysia
174	Syahrina Hayati Md Jani	Universiti Teknologi MARA (UiTM) Melaka	syahr520@uitm.edu.my	Malaysia
175	Syamimi Zainal	Universiti Teknologi MARA (UiTM) Melaka	syamimi.znll@gmail.com	Malaysia
176	Dr. Syarifah Hanum Ali	Universiti Malaysia Sabah	syarifahhanum.ali@ums.edu.my	Malaysia
177	Tang Chunyan	Universiti Teknologi MARA (UiTM)	2021651662@isiswa.uitm.edu.my	China
178	Tao Chen	Universiti Teknologi MARA (UiTM) Selangor	2021697752@student.uitm.edu.my	China
179	Uzaimah Ahmad Nizam	Universiti Selangor (UNISEL)	Uzaimahahmad71@gmail.com	Malaysia
180	Victor B. Pangayan	Universiti Malaysia Sabah	victorpangayan@ums.edu.my	Malaysia
181	Wan Ahmad Iman Wan Zainuddin	Universiti Teknologi MARA (UiTM) Perak	2024177437@student.uitm.edu.my	Malaysia
182	Wandah Wibawanto	Universitas Negeri Semarang	wandah@mail.unnes.ac.id	Indonesia
183	Xiaochen Zhang	City University	565078959@qq.com	Malaysia
184	Xiaodong Wang	Universiti Teknologi MARA (UiTM)	2021402624@student.uitm.edu.my	China
No.	Name	Institution	Email	Country



185	Assoc. Prof. Dr. Xing Yin	Communication University of China, Nanjing	annayx@126.com	China
186	Yangzhou	Universiti Teknologi MARA (UiTM) Selangor	1962629626@qq.com	China
187	Yaru Zhou	Universiti Teknologi MARA (UiTM) Selangor	2022733105@student.uit m.edu.my	China
188	Ying Bai	Universiti Teknologi MARA (UiTM) Perak	2021680906@student.uit m.edu.my	China
189	Ying Wang	Universiti Teknologi MARA (UiTM) Perak	2022356691@student.uit m.edu.my	China
190	Yitian Xie	Universiti Teknologi MARA (UiTM) Selangor	xieyitian887@gmail.com	China
191	Yiwei Rong	Universiti Putra Malaysia	IVYRONG97@GMAIL. COM	Malaysia
192	Dr. Yu Yongli	Universiti Teknologi MARA (UiTM)	montaguewyg530@gmail. com	Malaysia
193	Dr. Yusuf Ahmed Gwarzo	Northwest University, Kano	aygwarzo@yumsuk.edu.ng	Nigeria
194	Dr. Yvonne Michelle Campbell	Universiti Malaysia Sarawak	mvyvonne@unimas.my	Malaysia
195	Zati Hanani Ismail	Kolej Universiti Islam Perlis	zatihhanani@kuiips.edu.my	Malaysia
196	Zesdyzar Rokman	WMIT Group Sdn Bhd	zesdyzarrokman@yahoo.c om	Malaysia
197	Zhang Man	Universiti Teknologi MARA (UiTM) Kedah	2023947047@student.uit m.edu.my	China
198	Zhao Jie	Universiti Teknologi MARA (UiTM) Selangor	zhaojie@tjarts.edu.cn	China
199	Assoc. Prof. Zhao Jie	Tianjin Academy of Fine Arts	BalancerStudio@163.com	China
200	Assoc. Prof. Zhao Jie	Universiti Teknologi MARA (UiTM) Selangor	2021603086@student.uit m.edu.my	China
201	Zhou Shiwan	Universiti Teknologi MARA (UiTM) Selangor	2022670634@student.uit m.edu.my	Malaysia
202	Zulfa Avidiansyah	Universitas Diponegoro	zulfaavidiansyah@live.un dip.ac.id	Indonesia
203	Assoc. Prof. Zuliza Mohd Kusrin	Universiti Kebangsaan Malaysia	zuli@ukm.edu.my	Malaysia
204	Dr. Zulkefli Muhamad Hanapiyah	Universiti Teknologi MARA (UiTM) Melaka	zulkeflihanapiyah@ymail. com	Malaysia

ACKNOWLEDGEMENTS



The Organising Committee of the
Creative Arts & Social Science International Conference (CASSIC 2025)
expresses gratitude to the following dignitaries and for their support and commitment:

PROFESSOR DATUK TS. DR. HJ. MOHD RASDI BIN HJ. ZAINI
Rector, Universiti Teknologi MARA (UiTM) Cawangan Melaka.

DR. MOHD HALIM BIN MAHPHOTH
Assistant Rector, Universiti Teknologi MARA (UiTM), Kampus Bandaraya Melaka

ASSOC. PROF. DR. AZAHAR BIN HARUN
Chairperson, Creative Arts & Social Science International Conference (CASSIC 2025)

Keynote Speaker

PROF. DR. MD NASIR IBRAHIM
Chief Executive Officer of Islah Vision Sdn. Bhd.

Forum Panellist

DR. ADAM WAHIDA
Senior Lecturer, Universitas Sebelas Maret (UNS), Indonesia

ASSOC. PROF. TS. DR. SHAMZANI AFFENDY MOHD. DIN
Coordinator, Industrialisation & Global Network, Kulliyah of Architecture & Environmental
Design, International Islamic University Malaysia (IIUM)

Pre-Conference Workshop

ASSOC. PROF. TS. DR. AIDI AHMI
Universiti Utara Malaysia (UUM)

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Faculty of Art and Design, Institut Teknologi Bandung, Indonesia
Universitas Negeri Semarang, Indonesia
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