



TAN SI MIN
LECTURER
FACULTY OF ART AND DESIGN
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No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	Doctor of Philosophy	Technology in Education	Universiti Teknologi Malaysia	Present
2.	Master of Design	Advertising	Universiti Pendidikan Sultan Idris	2017-2019
3.	Bachelor of Design (Honours)	Advertising	Universiti Pendidikan Sultan Idris	2013-2017

1. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	2018-Present	Lecturer	Education	Southern University College
2.	2017	Designer	Graphic Design	Universiti Pendidikan Sultan Idris
3.	2016	Designer	Graphic Design	Octagon Creative Sdn Bhd

1. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.	Member	ISEI (International Society for Educational Initiatives Malaysia)	30 November 2019 – 30 November 2021



SOUTHERN
UNIVERSITY COLLEGE

南方大學學院

CURRICULUM VITAE

3. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.	Best Paper Award	International Conference On Education, Humanities And Technology Research (Icehtr2020)	2020



4. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1	Presenter, International Conference On Islamic Research In Management, Education, Social Science And Technology (ICIRMEST2022)	29-30 January 2022	Virtual Conference	Kaizentrenovation, Malaysia
2	Presenter, 5th International Conference on Teacher Learning and Development (ICTLD) 2021	3-5 August 2021	Virtual Conference	Institut Pendidikan Guru Kampus Temenggong Ibrahim, Johor, Malaysia
3	Presenter, International Innovation ARSVOT Malaysia 2021	10 April 2021	Virtual Conference	Association for Researcher of Skills and Vocational Training (ARSVOT)
4	Participant, 15 th SEATUC Symposium 2021	1 March 2021	Virtual Conference	Institut Teknologi Bandung (ITB), Indonesia
5	Participant, Art & Design International Conference 2020	9-10 Oct 2020	Virtual Conference	Universiti Teknologi Mara
6	Presenter, International Conference On Education, Humanities And Technology Research (Icehtr2020)	29 – 30 Aug 2020	Virtual Conference	Kaizentrenovation, Malaysia
7	Participant, Thesis Writing	19 May 2020	Virtual Conference	Universiti Teknologi Malaysia
8	Participant, Thesis Writing Workshop	15 March 2021	Virtual Conference	Universiti Teknologi Malaysia
9	Participant, My infected productivity	13 May 2020	Virtual Conference	Universiti Teknologi Malaysia
10	Participant, How to defend your proposal like a pro via online	4 May 2020	Virtual Conference	Universiti Teknologi Malaysia
11	Participant, Translating research problem into research objectives and research questions	27 April 2020	Virtual Conference	Universiti Teknologi Malaysia
12	Participant, Literature review and gap identification	23 Feb 2020	Virtual Conference	Universiti Teknologi Malaysia
13	Participant, 3 rd International Conference on Educational Studies	19 - 20 Oct 2019	DoubleTree by Hilton Hotel, Johor Bahru	ICES 2019 Universiti Teknologi Malaysia



5. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. Tan Si Min, Muhammad Zaffwan Idris, Syed Osman Syed Yusoff. (2018). Exploring Small and Medium Enterprises (SMEs) Food Packaging as a Touch Point to Promote Nation Branding at Kuala Lumpur International Airport (KLIA). *International Journal of Academic Research in Business and Social Sciences*, 8(10), 1349-1360.
2. Tan Si Min, Zaleha Abdullah. (2020). Integrating Animation with Experiential Learning Approach to Enhance Students' Engagement in the Learning Process. *International Journal of Academic Research in Progressive Education and Development*, 9(4), 99–105.
3. Tan Si Min. (2020). The Importance of Packaging for Promoting Malaysia Identity to Foreign Tourists at Kuala Lumpur International Airport (KLIA). e-ISBN: 978-967-17718-6-0
4. Tan Si Min, Zaleha Abdullah. (2021). Develop digital storytelling integrates with animation as an innovative instructional tool: Effects on student's behavioural engagement in learning. (Proceeding Paper).
5. Tan Si Min, Fasehah Binti Abdullah. (2021). Influence of User Interface Design Elements in Mobile Education. *5th International Conference on Teacher Learning and Development (ICTLD) 2021*. 28-30.
6. Fasehah Binti Abdullah, Tan Si Min. (2021). Dynamic Approach Layout for History Subject in Malaysian. *5th International Conference on Teacher Learning and Development (ICTLD) 2021*. 862-871.
7. Tan Si Min (2022). Develop digital storytelling integrates with animation as an innovative instructional tool: Effects on student's behavioural engagement in learning. *Statistics, Account and Audit*, 4(48), 35-38.
8. Fasehah Binti Abdullah, Tan Si Min (2022). Visual element on packaging design. eISBN 9789672892021

1. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Malaysia Research Assessment (MyRa) Representative	Research Development Management Committee	2021-2022
2	Deputy, Head of Department	FAD, Visual Communication	2022