

[Ker Yuek Li]
[Senior Lecturer]
[Faculty of Humanities and Social Science]
[ylker@sc.edu.my]



1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	Master	Education (Administration & Management)	Universiti Teknologi Malaysia (UTM)	2014
2.	Bachelor of Arts	Advertising	National Chengchi University, Taiwan	2004
3	Certificate	Satir Transformational Systematic Program	Satir Institute of Pacific Canada Through Wenchai Self Development	2014

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	April 2014 - Present	Senior lecturer	Teaching & Research	Southern University College
2.	January - December 2021	Deputy Head of Department	Administration	Southern University College
3.	2012 - 2014	Part Time Lecturer	Teaching	Southern University College
4.	2005 - 2010	Senior Executive	Administration	Southern College

3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.	Member	The International Academic Forum (IAFOR)	August 29, 2021- August 29, 2023



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4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.	Best Presenter Award (International)	4 th World Conference on Media and Mass Communication: "Power of Media: Shaping the Future" 5th - 7th April, 2018, Bangkok, Thailand.	2018
2.	Best Presenter Award (National)	2 nd International Conference on Media and Social Sciences, 24 – 26 August 2021, UiTM.	2021
3.	Best Paper Award (National)	Regional Communication Students Colloquium (RCSC), 14-16 December 2021, USM (USM)	2021

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.	4 th World Conference on Media and Mass Communication: "Power of Media: Shaping the Future"	5th - 7th April, 2018	Bangkok, Thailand.	The International Institute of Knowledge Management (TIKM)
2.	6 th International Social Sciences Postgraduates Conference Workshop, Le Grandeur Palm Resort, Johor.	2 -3 December, 2019	Le Grandeur Palm Resort Johor	UTM
3.	The 7 th International Conference on Communication and Media (i-COME'20): "Breaking the Barriers, Inspiring Tomorrow"	7- 8 November 2020.	Virtual Conference	UUM
4.	YSN-ASM International Scientific Virtual Conference (ISVC) 2021: Resilience in The New Normal	29 th March – 1 st April 2021	Virtual Conference	The Academy of Sciences Malaysia (ASM)



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5.	International Conference on Media and Social Science (iCOMS2021): "Reimagining Communication & Media in the Face of Digital Age"	24-26 August 2021	Virtual Conference	UiTM
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7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

Publication:

1. **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.
2. Hup, X. H., **Ker, Y. L.** (2018). An Investigation of Online News Consumption Behaviour of A Malaysian Higher Education Institution: A Case Study of Southern University College. Proceedings of the 4th World Conference on Media and Mass Communication, 4(2): pp. 24-35
3. **Ker, Y.L.**, Megat Aman Zahiri Megat Zakaria & Nurul Farhana Jumaat (2020). Understanding Digital Media Literacy in a Digital Age: A Review of Current Frameworks. *International Journal of Psychosocial Rehabilitation*, 24(5):1010-1015
4. Yow, J.P., **Ker, Y. L.** & Nurul Farhana Jumaat (2020). Happy, or Unhappy? That's the Question: A Study on Social Media Use and Happiness of University Students. *Innovative Teaching and Learning Journal*. 4 (2).
5. **Ker, Y.L.**, Megat Aman Zahiri Megat Zakaria & Nurul Farhana Jumaat (2021). Eye on Digital Media Literacy from The Perspective of 'Generation Z'. *The European Proceedings of Social and Behavioural Sciences EpSBS*, 110, 247-253

Others:

1. Yanlu Column, Sin Chew Daily, published on July 24, 2015
2. Yanlu Column, Nanyang Siang Pau, published on 1st October, 2016
3. Lifestyle Column, Nanyang Siang Pau, published on 2nd May, 2015

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

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

9. OTHER RELEVANT INFORMATION



SOUTHERN
UNIVERSITY COLLEGE
南方大學學院

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