

CURRICULUM VITAE



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ACADEMIC QUALIFICATION

2001	PhD (Media Technology and Culture) Birmingham University	United Kingdom
1992	Master of Arts (Communication Technology and Policy) Macquarie University, Sydney,	Australia
1986	Bachelor of Mass Communication (Journalism), University Technology Mara	Malaysia

AREAS OF INTEREST

Media Technology and Culture; Journalism

APPOINTMENTS

2016 - now	Deputy Director, Institute for Social Science Studies (IPSAS), Universiti Putra Malaysia
2010 - 2016	Head Laboratory of Cyber Generation, Institute for Social Science Studies (IPSAS), Universiti Putra Malaysia
2007 - 2010	Head Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia.
1996 - now	Lecturer Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia.

PUBLICATIONS

Journals

Siti Zobidah Omar, Jusang Bolong, Jeffrey Lawrence D'Silva and Hayrol Azril Mohamed Shaffril (2016). Mapping the patterns of Wireless Village internet services usage among rural communities. *The Social Science*, 11 (3), 174-178.

Siti Zobidah Omar, Jusang Bolong, Jeffrey Lawrence D'Silva, Shamsul Farid Shamsuddin, Raidah Mazuki and Hayrol Azril Mohamed Shaffril (2016). The quality of rural library service in Malaysia: The views of the rural community. *The Social Science*, 11 (3), 179-185.

Samsul Farid Shamsuddin, **Siti Zobidah Omar**, Jusang Bolong, Jeffrey Lawrence D'Silva, Hayrol Azril Mohamed Shaffril and Raidah Mazuki. (2016). Pattern of rural library usage among rural youth in Malaysia. *The Social Science*, 11 (3), 216-223.

Samsuddin, S.F., Bolong, J., **Omar, S.Z.**, Sahharon, H., & Shaffril, H.A.M. (2015). Examining the impact of demographic factors on the attitude of rural communities in Malaysia towards village WiFi services. *Asian Social Sciences*, 11 (18), 134-143.

Siti Aisyah Ramli, Bahaman Abu Samah, Md. Salleh Hassan, **Siti Zobidah Omar**, Jusang Bolong and Hayrol Azril Mohamed Shaffril (2015). Potential benefits of ICT for youth agro-based entrepreneurs in Malaysia. *Journal Applied Science*, 15 (3), 411-414.

- Ghazali, A.H.A., & **Omar, S.Z.** (2015). Mobile News: What Kind of Information Needed By the Youth? *Journal of Media Critique*, 1 (2), 23-33.
- Ghazali, A.H.A., & **Omar, S.Z.** (2015). Motivation in Information Searching Through "Mobile News" by Malaysian Youth. *Journalism* 5 (6), 263-269.
- Zaremohzzabieh, Z., Abu Samah, B., Muhammad, M., **Omar, S.Z.**, Bolong, J., Hassan, M.S., & Shaffril, H.A.M. (2015). A Test of the Technology Acceptance Model for Understanding the ICT Adoption Behavior of Rural Young Entrepreneurs. *International Journal of Business and Management*, 10 (2), 158-169.
- Bolong, J., **Omar, S.Z.**, D'Silva, J.L., & Shaffril, H.A.M. (2015). Social influence among rural youth in using the rural library services in Malaysia. *Journal of Applied Sciences*, 15 (2), 321-324.
- Siti Zobidah Omar**, Hayrol Azril Mohamed Shaffril, Jeffrey Lawrence D'Silva, Jusang Bolong and Azimi Hamzah (2014). Mapping the patterns and problems in using rural library services among rural youth in Malaysia. *Information Development (Online)*. 1(1):1-12. DOI: 10.1177/0266666913515506 (ISI Impact Factor: 0.375)
- Jusang Bolong, Nizam Osman, **Siti Zobidah Omar**, Jeffrey Lawrence D'Silva & Hayrol Azril Mohamed Shaffril (2014). Knowledge, Training and Access to Global Positioning Systems: View of Young Fishermen in Malaysia. *Asian Social Science*, 10(6): 19- doi:10.5539/ass.v10n6p19
- Zeinab Zaremohzzabieh, Bahaman Abu Samah, **Siti Zobidah Omar**, Jusang Bolong & Nurul Akhtar Kamarudin (2014). Addictive facebook use among university students. *Asian Social Science*. 10(6): 107-116, DOI: 10.5539/ass.v10n6p107
- Zeinab Zaremohzzabieh, Bahaman Abu Samah, **Siti Zobidah Omar**, Jusang Bolong and Hayrol Azril Mohamed Shaffril (2014). Fishermen's acceptance of information and communication technology integration in Malaysia: Exploring the moderating effect of age and experience. *Journal of Applied Sciences*. 14(9): 873-882. DOI: 10.3923/jas.2014.873.882
- Chew Chun Meng, **Siti Zobidah Omar**, Nurani Kamaruddin, Jusang Bolong, Jeffrey Lawrence D'Silva & Hayrol Azril Mohamed Shaffril (2014). Media usage among coastal communities in Malaysia. *Asian Social Science*. 10(8): 30-34. DOI:10.5539/ass.v10n8p30
- Hayrol Azril Mohamed Shaffril, **Siti Zobidah Omar**, Jeffrey Lawrence D'Silva & Jusang Bolong (2014): Mapping the Patterns of Mobile Phone Usage Among Fishermen in Malaysia, *Information Technology for Development (on-line)* page: 1-12. DOI: 10.1080/02681102. 2014.899962, Routledge/Taylor & Francis Group, at <http://dx.doi.org/10.1080/02681102. 2014.899962>
- Siti Zobidah Omar**, Hayrol Azril Mohamed Shaffril, Nurani Kamaruddin, Jusang Bolong & Jeffrey Lawrence D'Silva (2013). Weather forecasting as an early warning system: Pattern of weather forecasting among coastal communities in Malaysia. *Life Science Journal*. 10(4):540-549; (ISI Impact Factor: 0.165)
- Jusang Bolong, Nizam Osman, **Siti Zobidah Omar**, Jeffrey Lawrence D'Silva & Hayrol Azril Mohamed Shaffril, (2013). Development of instrument on youth fishermen's readiness to use geographical positioning systems in their fishing operations. *Life Science Journal*. 10(3):2153-2157; (ISI Impact Factor: 0.165)
- Eizan Azira Mohd Salleh & **Siti Zobidah Omar** (July-August 2013). An acceptance of 4G (Fourth Generation) mobile network in Malaysia. *International Journal of Information and Communication Technology Research*. 3(8): 232-237
- Jusang Bolong, **Siti Zobidah Omar**, Hayrol Azril Mohamed Shaffril, Jeffrey Lawrence D'Silva and Musa Abu Hassan (2013). ICT and its implication on fishermen income in Malaysia. *International Business Management*, 7(2):78-83
- Raidah Mazuki, **Siti Zobidah Omar**, Jusang Bolong, Jeffrey Lawrence D'Silva, Musa Abu Hassan and Hayrol Azril Mohamed Shaffril (2013). The Influence of socio-economic factors on behavioral intention to use mobile phones among fishermen in Pangkor Island. *International Business Management*, 7(2):109-113
- Siti Aisyah Ramli, **Siti Zobidah Omar**, Jusang Bolong, Jeffrey Lawrence D'Silva and Hayrol Azril Mohamed Shaffril (2013). Influence of behavioral factors on mobile phone usage among fishermen: The case of Pangkor Island fishermen. *Asian Social Science*, 9(5): 162-170. doi: 10.5539/ass.v9n5p162

Chapters in book

See Silk Inn, **Siti Zobidah Omar** & Ezhar Tamam (2012). 'Bloggers participation on political issues: Main content discussed by Anwaribrahim.com and Sloone.wordpress.com', in Faridah Ibrahim, Samsudin A. Rahim, Wan Amizah Wan Mahmud & Normah Mustaffa (ed.), *Communication and transformation: Progress and paradox*, Bangi: MENTION/IPPTAR, p.181-192

Mohd Sobhi Ishak, Musa Abu Hassan, **Siti Zobidah Omar**, Jusang Bolong dan Zulkiple Abd Ghani (2012). 'Kredibiliti maklumat sebagai faktor anteseden yang mempengaruhi tanggapan pengguna dalam model penerimgunaan maklumat berkaitan Islam di Internet', dalam Wan Amizah Wan Mahmud, Faridah Ibrahim, Samsudin A. Rahim dan Normah Mustaffa (ed.). *Media & Komunikasi; Transformasi dan Hala Tuju*, Bangi: Mention/IPPTAR. ms. 32-50.

Ahmad Syahrul Haniff Mohd Rawi, **Siti Zobidah Omar** & Muhamad Sham Shahkat Ali (2012). 'Hubungan antara faktor terpilih dengan keinginan menggunakan e-dagang dalam kalangan pengguna Internet di Putrajaya' dalam Wan Amizah Wan Mahmud, Faridah Ibrahim, Samsudin A. Rahim dan Normah Mustaffa (ed.). *Media & Komunikasi; Transformasi dan Hala Tuju*, Bangi: Mention/IPPTAR. ms. 51-73.

Musa Abu Hassan, Zulkiple Abd Ghani, Mohd Sobhi Ishak, Jusang Bolong & **Siti Zobidah Omar** (2012). 'Tahap penerimgunaan maklumat berkaitan Islam di Internet dari perspektif model penerimaan teknologi (TAM)', dalam Wan Amizah Wan Mahmud, Faridah Ibrahim, Samsudin A. Rahim dan Normah Mustaffa (ed.). *Media & Komunikasi; Transformasi dan Hala Tuju*, Bangi: Mention/IPPTAR. ms. 104-120.

Saiful Nujaimi Abdul Rahman, **Siti Zobidah Omar** and Syed Agil Al-Sagof. (2010). 'The future of conventional newspapers in the era of post digital evolution: An escalation of reading preference' in Mohd Nizam Osman and Ezhar Tamam (ed.). *Emerging trends in communication and social issues for development*. Serdang: UPM Press. p. 65-91

Tengku Marini, Narimah Ismail and **Siti Zobidah Omar**, (2010). 'Communication style among administrative staff in three selected universities', in Mohd Nizam Osman and Ezhar Tamam (ed.). *Emerging trends in communication and social issues for development*. Serdang: UPM Press. p. 123-148

Musa Abu Hassan and **Siti Zobidah Omar** (2009). '.my Malaysia' in *Digital Review of Asia Pacific 2009-2010*. New Delhi: Sage Publication and IRDC, p. 255-261

Manimaran Govindasamy and **Siti Zobidah Omar**. (2009). 'Development of ICT and Its Impact on the News Gathering and News Reporting in the Print Media: Experience from the Journalist', in Mohd Nizam Osman, Ezhar Tamam and Akmar Hayati Ahmad Ghazali (Ed) (2009). *Communication, Issues and Challenges for Development*. Serdang: Universiti Putra Malaysia Press, p. 1-19.

Narimah Ismail, Musa Abu Hassan, Jusang Bolong, **Siti Zobidah Omar**, Md Yadi Said, Zamre Yaacob and Nurani Kamaruddin. (2009). 'Profil projek ICT luar bandar' dalam Bahaman Abu Samah, Jegak Uli dan Khadijah Alavi (ed.), *Media dan Pengembangan Pertanian: Ke arah memperkasakan komuniti luar bandar*, Serdang: Penerbit UPM. p.48-66

Jusang Bolong, Musa Abu Hassan, Narimah Ismail dan **Siti Zobidah Omar** (2009). 'Profil projek ICT luar Bandar: Saranan dalam menjana pembangunan k-masyarakat', dalam Bahaman Abu Samah, Jegak Uli dan Khadijah Alavi (ed.), *Media dan Pengembangan Pertanian: Ke arah memperkasakan komuniti luar bandar*, Serdang: Penerbit UPM. p.67-75

RESEARCH

Year	Title	Grant
2015	UPM Happiness Index	UPM
2014	Kajian keberkesanan perpustakaan desa dalam mempengaruhi gaya hidup masyarakat setempat	UPM/KPT
2013	Kesesuaian extended technology acceptance model (ETAM) dalam mengkaji penggunaan Internet dalam kalangan warga kampung tanpa wire: Ke arah penjanaaan model baru penggunaan Internet di Malaysia	UPM/KPT
2011	Social Media contribution towards ethnocentrism	FRGS
2011	Usage of rural library services among rural community in Malaysia	UPM/KPT

CONSULTANCY PROJECT

Year	Title / Funder	Grant
2016	Kajian Indeks Kesejahteraan Serendah	UIM/YBK
2015	Digital Competency of Malaysian Youth	MDec
2014	Development of the Digital Maturity Model for the B40	MDec
2013	Kajian Dasar Belia Selangor	Selangor State
2012	Kajian I-Think	KPM

AWARDS

Year	Title/Level
2016	Silver Medal Award - PRPI UPM 2016 Awards on 'ICT usage in rural library among rural youth in Malaysia towards positive youth development'.
2016	Silver Medal Award - PRPI UPM 2016 Awards on 'News coverage related to Islam and Muslims issues in Malaysia and Indonesia by Wall Street Journal and The Telegraph from 2012 until 2014'.
2016	Silver Medal Award - PRPI UPM 2016 Awards on 'UPM Happiness Index'.
2014	Gold Medal Award - PRPI UPM 2014 Awards on 'Mapping the patterns and problems in using the Rural Library services among rural youth in Malaysia'
2010	Silver Medal Award - PRPI UPM 2010 Awards on 'Technological evolution and dynamism of print media editorial activities in Malaysia'
2010	Silver Medal Award - PRPI UPM 2010 Awards on 'Komunikasi keluarga dalam kalangan keluarga tani di Malaysia'
2010	Silver Medal Award - PRPI UPM 2010 Awards on 'Keperluan ciri-ciri portal e-komuniti berkonsepkan minda kelas pertama'
2006	Bronze Medal Award - PRPI UPM 2006 Awards on 'E-mail use factors and communication satisfaction of employees in selected private organisations'