

# CV OF ASSOC. PROF. DR. ANITAWATI MOHD LOKMAN



BIODATA	
NAME	ANITAWATI MOHD LOKMAN, PhD.
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CURRENT POST	ASSOCIATE PROFESSOR

## Summary Statement:

A pioneer in Kansei Engineering, a successful product design technology, in Malaysia. Entrusted with the knowledge by the founder of the technology, Professor Mitsuo Nagamachi, by collaboration in research, co-author of books and research articles, as well as sharing medium of knowledge transfer in workshops and tutorials locally and internationally. Founded Malaysia Association of Kansei Engineering (MAKE) and appointed as the first president, and is also the Head of Research Intensive Group for Kansei Engineering (RIG KAE) in UiTM. Known in the academia internationally and encouragingly become a reference in the field of Kansei Engineering, Affective Design, Human Factors, Interface Design, and Web Systems. Currently active in incorporating Kansei Engineering to diverse field such as in Ethics, Product Emotion, Robot Interaction, and Social Media.

## 1. CAREER DEVELOPMENT

DESIGNATION, AFFILIATION	YEAR
ASSOCIATE PROFESSOR	2012 - CURRENT
SENIOR LECTURER, UiTM SHAH ALAM, MALAYSIA	2007 – 2012
LECTURER, UiTM SHAH ALAM, MALAYSIA	2002 – 2007
SENIOR SYSTEM ENGINEER, TOSHIBA ELECTRONICS (M)	1994 – 2002
STAFF TRAINEE, NEC C&C, TOKYO, JAPAN	1992

## 2. MANAGERIAL / EXECUTIVE POST

DESIGNATION, AFFILIATION	YEAR
6-SIGMA BLACK BELT, TOSHIBA ELECTRONICS (M)	2000 - 2002
IT PROJECT COORDINATOR, UiTM	2009 - 2010
HEAD OF POST GRADUATE STUDY CENTRE, UiTM	2010 - 2013
HEAD OF RESEARCH & PUBLICATION UNIT, UiTM	2013 - 2015
HEAD OF RIG KAE, UiTM	2014 - current
HEAD OF CENTRE OF INFORMATION TECHNOLOGY STUDIES, UiTM	2015 - current
PRESIDENT OF MALAYSIA ASSOCIATION OF KANSEI ENGINEERING, MALAYSIA	2015 - current

## 3. ACADEMIC QUALIFICATION

DEGREE	FIELD	YEAR	INSTITUTION
DOCTOR of PHILOSOPHY in SCIENCE	IT	2010	UNIVERSITI TEKNOLOGI MARA MALAYSIA
MASTER OF SCIENCE	IT	2001	UNIVERSITI TEKNOLOGI MARA MALAYSIA
BACHELOR OF ENGINEERING	INFORMATION ENGINEERING	1994	UNIVERSITY OF FUKUI, JAPAN

## 4. RESEARCH FUND

	RESEARCH PROJECT	SOURCE	BEGIN YEAR	END YEAR
1.	<b>CO-RESEARCHER</b> , SCREENING INSTRUMENT FOR DETECTING LEARNING DISABILITY AMONG PRIMARY SCHOOL CHILDREN	UiTM	2015	2017
2.	<b>CO-RESEARCHER</b> , FRAMING GROUNDED THEORY METHOD (GTM) IN BLENDED LEARNING ADOPTION PATTERNS	MOHE RACE	2015	2017
3.	<b>PROJECT LEADER</b> , KANSEI ROBOTICS	UiTM	2015	2016
4.	<b>CO-RESEARCHER</b> , ESTABLISHING GUIDELINES ON ETHICAL AND SPIRITUAL ELEMENTS IN HUMANOID ROBOT INTERVENTION FOR AUTISTIC CHILDREN IN MALAYSIA	MOHE FRGS	2014	2016

5.	<b>CO-RESEARCHER</b> , A NEW HYBRID KANSEI-SPIRITUAL THERAPEUTIC ROBOT INTERACTION MODEL(KS-TRI)	MOHE FRGS	2014	2016
6.	<b>PROJECT LEADER</b> , EXPLORING FEASIBILITY OF NATPHORIC ALGORITHM FOR WEB-BASED KANSEI ENGINEERING	MOHE ERGS	2012	2015
7.	<b>PROJECT LEADER:</b> HYBRID ITERATIVE BI-DIRECTIONAL KANSEI DESIGN AND FEEDBACK FRAMEWORK	MOHE FRGS	2013	2015
8.	<b>PROJECT LEADER:</b> KANSEI ROBOT INTERACTION (KRI)	UiTM	2014	2015
9.	<b>CO-RESEARCHER</b> , MODELLING UBIQUITOUS LANGUAGE LEARNING ENVIRONMENT	MOHE RAGS	2012	2014
10.	<b>CO-RESEARCHER</b> , A REFERENCE SEMANTIC KANSEI FRAMEWORK TO PRESERVE UNITY	MOHE RAGS	2012	2014
11.	<b>CO-RESEARCHER</b> , A STRUCTURAL MODEL OF RACE, RACIALISATION AND SOCIAL MEDIA	MOHE RAGS	2012	2014
12.	<b>CO-RESEARCHER</b> , A THEORETICAL FRAMEWORK OF PARTICIPATORY PLAYFUL INTERACTION IN MOBILE LEARNING	MOHE RAGS	2012	2014
13.	<b>PROJECT LEADER</b> , SEMANTIC KANSEI FOR RACIAL UNITY	UiTM RCF	2012	2014
14.	<b>PROJECT LEADER:</b> HYBRID ITERATIVE BI-DIRECTIONAL KANSEI DESIGN AND FEEDBACK FRAMEWORK – PART 2	UiTM PSI	2013	2014
15.	<b>PROJECT LEADER</b> , EXPLORING FEASIBILITY OF NATPHORIC ALGORITHM FOR WEB-BASED KANSEI ENGINEERING – PART 2	UiTM PSI	2013	2014
16.	A THEORETICAL FRMEWORK OF PARTICIPATORY PLAYFUL INTERACTION IN MOBILE LEARNING – PART 2	UiTM PSI	2013	2014
17.	<b>PROJECT LEADER</b> , EXPLORING FEASIBILITY OF NATPHORIC ALGORITHM FOR WEB-BASED KANSEI ENGINEERING – PART 3	UiTM CIFI	2013	2014
18.	<b>PROJECT LEADER</b> , KANSEI ROBOTICS	UiTM REI	2013	2014
19.	<b>CO-RESEARCHER</b> , MODELLING ACTION, CONSTRUCT AND CONTROL MEASURE (ACCM) FOR IT MEDIA ETHICS IN MALAYSIA	MOHE FRGS	2011	2013
20.	<b>PROJECT LEADER</b> , THE FEASIBILITY OF PREMO AS A NEW EMOTION MEASUREMENT TOOL IN KANSEI ENGINEERING METHODOLOGY	MOHE FRGS	2010	2012
21.	<b>CO-RESEARCHER</b> , NEW FILTERING FRAMEWORK FOR WEB PERSONALIZATION SEARCH	MOHE FRGS	2010	2012

22.	<b>CO-RESEARCHER</b> , VALIDATING E-TEACHING/LEARNING INNOVATION IN DENTAL EDUCATION	MOHE FRGS	2010	2011
23.	<b>PROJECT LEADER</b> , TOWARDS HUMAN-CENTRED DESIGN INFORMATICS: DETERMINING USAGE-CONTEXT MOBILE SOLUTION FOR COLLEGE STUDENTS AND RURAL COMMUNITIES	UiTM	2010	2011
24.	<b>CO-RESEARCHER</b> , REQUIREMENT ANALYSIS USING KJ METHOD: PRIORITIZING RESEARCH AREA IN FSKM	UiTM	2010	2011
25.	<b>CO-RESEARCHER</b> , TOWARDS E-PARTICIPATION: A COMPARISON OF RURAL E-COMMUNITIES BETWEEN GOVERNMENT-LEAD AND COMMUNITY-LEAD INITIATIVES	MOHE FRGS	2007	2010
26.	<b>PROJECT LEADER</b> , A RESEARCH ON INTELLIGENT AGENT SYSTEM USING KANSEI ENGINEERING	MOSTI SF	2008	2010
27.	<b>PRINCIPAL RESEARCHER</b> , ENGINEERING AFFECTIVE QUALITY IN E-COMMERCE WEBSITE	MOSTI SF	2006	2008
28.	<b>PRINCIPAL-RESEARCHER</b> , ENGINEERING EMOTIONAL VALUES IN WEB DESIGN	MOHE FRGS	2007	2008

## 5. CONSULTANCY

No.	TITLE	CLIENT	YEAR	STATUS
1.	'TECH + TALK' MODULE FOR THE NATIONAL SERVICE TRAINING PROGRAMME 2.0 (PLKN 2.0)	STARZA CORPORATION SDN BHD	2015-2016	COMPLETED
2.	KEER2018 CONSULTATION SERVICE	SCB	2016	ON-GOING
3.	SOCIAL MEDIA	BTN	2014	COMPLETED
4.	LEVERAGING SOCIAL MEDIA	INTAN	2014	COMPLETED
5.	KANSEI ENGINEERING	MIMOS	2012-2012	COMPLETED
6.	SUBJECT EXPERT	YAYASAN ILMUWAN	2010-2011	COMPLETED
7.	KANSEI ENGINEERING – A BEGINNERS PERSPECTIVE	UPM	2008-2009	COMPLETED
8.	E-VILLAGE	JKKK KG. JENJAROM	2006-2007	COMPLETED
9.	ICT	STAR, MAXIS CYBERLINQ	2005	COMPLETED
10.	E-COMMERCE	MPK	2003	COMPLETED

## 6. PUBLICATIONS

### 6.1 BOOKS

No.	TITLE	STATUS	PUBLISHER	YEAR
1.	KANSEI INNOVATION: PRACTICAL DESIGN APPLICATIONS FOR PRODUCT AND SERVICE DEVELOPMENT	PUBLISHED	TAYLOR & FRANCIS	2015
2.	INNOVATIONS OF KANSEI ENGINEERING. <i>INDUSTRIAL INNOVATION SERIES</i> . ADEDEJI B. BADIRU (EDS.).	PUBLISHED	TAYLOR & FRANCIS	2011
3.	KANSEI / AFFECTIVE ENGINEERING. <i>INDUSTRIAL INNOVATION SERIES</i> . ADEDEJI B. BADIRU (EDS.).	PUBLISHED	TAYLOR & FRANCIS	2011
4.	KANSEI ENGINEERING: A BEGINNERS PERSPECTIVE	PUBLISHED	UPENA	2010

### 6.2 BOOK CHAPTERS

No.	TITLE	STATUS	PUBLISHER	YEAR
1.	INVESTIGATING FEASIBILITY OF MOBILE LEARNING (M-LEARNING) FOR HISTORY LESSON. <i>INTERNATIONAL COLLOQUIUM OF ART AND DESIGN EDUCATION RESEARCH (I-CADER 2014)</i>	PUBLISHED	SPRINGER	2016
2.	HUMANOID-ROBOT INTERVENTION FOR CHILDREN WITH AUTISM: A CONCEPTUAL MODEL ON FBM. M.W. BERRY ET AL. (EDS.): SCDS 2015, CCIS 545. PP. 231-241, 2015.	PUBLISHED	SPRINGER	2015
3.	CROSS-CULTURAL KANSEI MEASUREMENT. M.W. BERRY ET AL. (EDS.): SCDS 2015, CCIS 545, PP. 242–251, 2015.	PUBLISHED	SPRINGER	2015
4.	KANSEI DESIGN MODEL FOR ENGAGEMENT IN ONLINE LEARNING: A PROPOSED MODEL. <i>LECTURE NOTES IN INFORMATICS ENGINEERING AND INFORMATION SCIENCE, COMMUNICATIONS IN COMPUTER AND INFORMATION SCIENCE</i> , 2011, VOLUME 251, PART 1, 64-78.	PUBLISHED	SPRINGER BERLIN HEIDELBERG	2011
5.	EXPERTKANSEIWEB – A TOOL TO DESIGN KANSEI WEBSITE. <i>ENTERPRISE INFORMATION SYSTEMS. SERIES: LECTURE NOTES IN BUSINESS INFORMATION PROCESSING (LNBIP)</i> , VOL. 24. FILIPE, JOAQUIM; CORDEIRO, JOSE (EDS.). 2009. ISBN: 978-3-642-01346-1, ISSN: 1865-1348.	PUBLISHED	SPRINGER-VERLAG BERLIN HEIDELBERG	2009
6.	WEBSITE AFFECTIVE EVALUATION: ANALYSIS OF DIFFERENCES IN EVALUATIONS RESULT BY DATA POPULATION. <i>HUMAN CENTERED DESIGN. SERIES: LECTURE NOTES IN COMPUTER SCIENCE. SUBSERIES: INFORMATION SYSTEMS AND APPLICATIONS, INCL. INTERNET/WEB, AND</i>	PUBLISHED	SPRINGER-VERLAG BERLIN HEIDELBERG	2009

HCI. VOL. 5619. KUROSU, MASA AKI (ED.).  
2009. ISBN: 978-3-642-02805-2.

### 6.3 JOURNALS

No.	JOURNAL	YEAR
1.	A. HADIANA, P. DAUNI, <b>A.M. LOKMAN</b> , KANSEI ENGINEERING IMPLEMENTATION IN DESIGNING USER INTERFACE FOR WEB BASED ACADEMIC INFORMATION SYSTEM. INTERNATIONAL JOURNAL OF BASIC AND APPLIED SCIENCE, VOL. 04, NO. 03, JANUARY 2016, PP. 42-50. , ISSN: 2301-4458, 2301-8038 INSAN AKADEMIKA PUBLICATIONS: JAKARTA.	2016
2.	M. MOKHSIN, A.A. AZIZ, S.R. HAMIDI, <b>A.M. LOKMAN</b> , H.A. IMPACT OF USING ABBREVIATION AND HOMOPHONE WORDS IN SOCIAL NETWORKING AMONGST MALAYSIAN YOUTH. ADVANCED SCIENCE LETTERS, AMERICAN SCIENTIFIC PUBLISHERS	2016
3.	A.A. AWANG, S.S.S. SHEIKH, <b>A.M. LOKMAN</b> , A.H. SAIFUDDIN. A THEORETICAL ANALYSIS OF RACIAL INTEGRATION THROUGH NEW ECONOMIC POLICY AND 1MALAYSIA CONCEPT. ADV. SCI. LETT. VOL. 22 ISSUE 5, PP 1363-1367. 2016.	2016
4.	<b>A.M. LOKMAN</b> , A.A. AWANG, R.A.M. ZAILI, M.F.M. FATHIR. DESIGNING RACIAL UNITY THROUGH FILMS: THE KANSEI ENGINEERING APPROACH. ADV. SCI. LETT. VOL. 22 ISSUE 5, PP 1368-1372. 2016.	2016
5.	A.A. AWANG, <b>A.M. LOKMAN</b> , M.F.M. FATHIR, S.M. SALLEH. A SEMANTIC ANALYSIS OF MALAYSIA'S PATRIOTIC SONGS. ADV. SCI. LETT. VOL. 22 ISSUE 7, PP 1373-1379. 2016.	2016
6.	A.A. AWANG, S.S.S. SHEIKH, <b>A.M. LOKMAN</b> , A.H. SAIFUDDIN. A THEORETICAL ANALYSIS OF RACIAL INTEGRATION THROUGH NEW ECONOMIC POLICY AND 1MALAYSIA CONCEPT. ADV. SCI. LETT. VOL. 22 ISSUE 5, PP 1363-1367. 2016.	2016
7.	F. REDZUAN, <b>A.M. LOKMAN</b> , Z.A. OTHMAN PATTERN OF EMOTION AND LEARNING STYLE TOWARDS E-LEARNING MATERIALS. JATIT.	2016
8.	S. SHAMSUDIN, <b>A.M. LOKMAN</b> . WOMEN AND THE THEMES AND NARRATIVES OF THE DIARY OF A MUHAJIRAH TUMBLR PAGE JOURNAL OF MEDIA AND INFORMATION WARFARE.	2016
9.	A. BUSTAMAM, <b>A.M. LOKMAN</b> , TPPA: THE NEWS FRAMING PATTERN OF ALTERNATIVE MEDIA AND THE EFFECT TOWARDS PUBLIC IN MALAYSIA. JOURNAL OF MEDIA AND INFORMATION WARFARE.	2016
10.	M.A.M. MOKHTAR, <b>A.M. LOKMAN</b> . CHARACTERISTICS AND LEVEL OF NATIONALISM AMONG MALAYSIAN YOUTH. JOURNAL OF MEDIA AND INFORMATION WARFARE.	2016
11.	<b>A.M. LOKMAN</b> , A.A. AWANG, A.R. OMAR, N.A.S. ABDULLAH. THE INTEGRATION OF QUALITY FUNCTION DEPLOYMENT AND KANSEI ENGINEERING: AN OVERVIEW OF APPLICATION. ADVANCED SCIENCE LETTERS, AMERICAN SCIENTIFIC PUBLISHERS	2015
12.	<b>A.M. LOKMAN</b> , A.A. AWANG, R.A.M. ZAILI, M.F.M. FATHIR. DESIGNING RACIAL UNITY THROUGH FILMS: THE KANSEI ENGINEERING APPROACH. ADVANCED SCIENCE LETTERS, AMERICAN SCIENTIFIC PUBLISHERS	2015
13.	A.A. AWANG, S.S.S. SHEIKH, <b>A.M. LOKMAN</b> , A.H. SAIFUDDIN. A THEORETICAL ANALYSIS OF RACIAL INTEGRATION THROUGH NEW ECONOMIC POLICY AND 1MALAYSIA CONCEPT. ADVANCED SCIENCE LETTERS, AMERICAN SCIENTIFIC PUBLISHERS	2015
14.	A.A. AZIZ, F.F.M. MOGHANAN, A. ISMAIL, <b>A. M. LOKMAN</b> . AUTISTIC CHILDREN'S KANSEI RESPONSES TOWARDS HUMANOID-ROBOT AS TEACHING MEDIATOR, <i>PROCEDIA COMPUTER SCIENCE</i> 76 (2015) 488 – 493	2015

15. F.Z.F. KHAN, **A.M. LOKMAN**. ECONOMIC WARFARE: ARE WE VULNERABLE? 2014  
JOURNAL OF MEDIA AND INFORMATION WARFARE.
16. **LOKMAN, A.M.**, HARON, M.B.C., ABIDIN, S.Z.Z., KHALID, N.E.A., ISHIHARA, S., 2013  
PRELUDE TO NATPHORIC KANSEI ENGINEERING FRAMEWORK, JOURNAL OF  
SOFTWARE ENGINEERING AND APPLICATIONS, 2013, 6, 638-644, SCIENTIFIC  
RESEARCH: CA.
17. **LOKMAN, A.M.**, ISHAK, K.K., HADIANA, A., PREMO AND KANSEI: A 2013  
COMPARATIVE ANALYSIS, INTERNATIONAL JOURNAL OF BASICS AND  
APPLIED SCIENCES, VOL 01, NO. 04, APRIL 2013, PP. 734-744, ISSN: 2301-4458,  
2301-8038 INSAN AKADEMIKA PUBLICATIONS: JAKARTA.
18. NOOR, N.L.M., **LOKMAN A.M.**, USING THE KJ METHOD FOR THE 2013  
CONSTRUCTION OF THE WEBSITE INFORMATION ARCHITECTURE OF A HALAL  
INFORMATION PORTAL, AWERPROCEDIA INFORMATION TECHNOLOGY &  
COMPUTER SCIENCE, VOL 03 (2013) 1642-1654, ACADEMIC WORLD EDUCATION  
& RESEARCH CENTRE: SPAIN.
19. **LOKMAN, A.M.**, DESIGN & EMOTION: THE KANSEI ENGINEERING 2011  
METHODOLOGY, MALAYSIAN JOURNAL OF COMPUTING (MJOC), ISSN: 2231-  
7473, UPENA: MALAYSIA.
20. AZIZ, A.A., **LOKMAN, A.M.**, YUSOF, Z.M., INFORMATION TECHNOLOGY ETHICS: 2011  
THE CONCEPTUAL MODEL OF CONSTRUCTS, ACTIONS AND CONTROL  
MEASURE, INTERNATIONAL JOURNAL ON COMPUTER SCIENCE AND  
ENGINEERING (IJCS), ISSN: 2229-563/ 0975-3397. Vol 3(4). ENGG JOURNALS  
PUBLICATIONS: INDIA.
21. **LOKMAN, A.M.**, NAGAMACHI, M., VALIDATION OF KANSEI ENGINEERING 2009  
ADOPTION IN E-COMMERCE WEB DESIGN, KANSEI ENGINEERING  
INTERNATIONAL, VOL.9 NO.1. ISSN 1345-1928, JSKE: JAPAN.
22. **LOKMAN, A.M.**, NOOR, N.L.M., NAGAMACHI, M., KANSEI ENGINEERING: A 2007  
STUDY ON PERCEPTION OF ONLINE CLOTHING WEBSITES, QMOD 07 (26). ISSN  
1650-3740. LINKÖPING UNIVERSITY ELECTRONIC PRESS: SWEDEN.
23. DHARMARAJAN, N., **LOKMAN, A.M.**, ZAINOL, Z., E-OFFICE FOR UTM: A 2007  
SURVEY ANALYSIS. FTMSK JURNAL, ISSN 1823-0822, UPENA: MALAYSIA.

### 23.1 CONFERENCE PROCEEDINGS

No.	PROCEEDINGS
1.	<b>A.M. LOKMAN</b> , A.A. AWANG, A.R. OMAR, N.A.S. ABDULLAH. THE INTEGRATION OF QUALITY FUNCTION DEPLOYMENT AND KANSEI ENGINEERING: AN OVERVIEW OF APPLICATION. AIP CONFERENCE PROCEEDINGS, VOL. 1705, P020004-1. 2016.
2.	N.F. TAHARIM, <b>A.M. LOKMAN</b> , A. HANESH, A.A. AZIZ. FEASIBILITY STUDY ON THE READINESS, SUITABILITY AND ACCEPTANCE OF M-LEARNING AR IN LEARNING HISTORY. AIP CONFERENCE PROCEEDINGS, VOL. 1705, P020009-1. 2016.
3.	<b>A.M. LOKMAN</b> , M.B.C. HARON, S.Z.Z. ABIDIN, N.E.A. KHALID. AUTOMATING EXPERT ROLE TO DETERMINE DESIGN CONCEPT IN KANSEI ENGINEERING. AIP CONFERENCE PROCEEDINGS, VOL. 1705, P020003-1. 2016.
4.	N.F. TAHARIM, <b>A.M. LOKMAN</b> , W.A.R.W.M. ISA, N.L.M. NOOR. INVESTIGATING FEASIBILITY OF MOBILE LEARNING (M-LEARNING) FOR HISTORY LESSON. INTERNATIONAL COLLOQUIUM OF ART AND DESIGN EDUCATION RESEARCH (I-CADER 2014). PP541-550. 2016.
5.	FACTORS OF USING M-LEARNING IN BLENDED LEARNING ENVIRONMENT: A QUALITATIVE INQUIRY. ISTIE 2016
6.	OLDER ADULTS PERSPECTIVE AND EMOTIONAL RESPOND ON ROBOT INTERACTION. I-USER 2016



7. R.M. ROSLI, **A.M. LOKMAN**. ANALYSIS OF EMOTIONAL DESCRIPTORS FOR VIDEO-WATCHING EXPERIENCE THROUGH KANSEI EVALUATION. ADVANCED RESEARCH IN ENGINEERING AND INFORMATION TECHNOLOGY INTERNATIONAL CONFERENCE (AREITIC). 2016.
8. **A.M. LOKMAN**, M.N. ISMAIL, N.A.S. ABDULLAH, A.R. OMAR, KANSEI WHEELCHAIR DESIGN BASED ON KJ METHOD. ADVANCED RESEARCH IN ENGINEERING AND INFORMATION TECHNOLOGY INTERNATIONAL CONFERENCE (AREITIC). 2016.
9. R.M. ROSLI, **A.M. LOKMAN**. YOUTUBE VIDEOS AND EMOTION: AN IDENTIFICATION OF VISUAL MARKERS. PROCEEDINGS OF THE 6TH INTERNATIONAL KANSEI ENGINEERING AND EMOTION RESEARCH CONFERENCE, LEEDS. 2016.
10. S.A. KADIR, **A.M. LOKMAN**, T. TSUCHIYA. A KANSEI STUDY OF PEOPLE'S UNITY USING PROPAGANDA VIDEOS. PROCEEDINGS OF THE 6TH INTERNATIONAL KANSEI ENGINEERING AND EMOTION RESEARCH CONFERENCE, LEEDS. 2016.
11. K.K. ISHAK, N.A.M. RAZALI, **A.M. LOKMAN**, K. TOSHIYUKI. CONCEPTUALIZING KANSEI INFORMATION SECURITY ASSESSMENT (KISA) FOR USER EMOTIONAL ASSESSMENT IN INFORMATION SECURITY. PROCEEDINGS OF THE 6TH INTERNATIONAL KANSEI ENGINEERING AND EMOTION RESEARCH CONFERENCE, LEEDS. 2016.
12. N.W.F. TAHARIM, **A.M. LOKMAN**, W.A.R.W.M. ISA. EMOTION AND PLAYFUL ELEMENTS IN MOBILE LEARNING. PROCEEDINGS OF THE 10TH INTERNATIONAL CONFERENCE ON NEXT GENERATION MOBILE APPLICATIONS, SECURITY AND TECHNOLOGIES (NGMAST). 2016.
13. A. ISMAIL, M. MOKHSIN, S.A.S.A. KADIR, A.A. AZIZ, **A.M. LOKMAN**. ITOURISM TRAVEL BUDDY MOBILE APPLICATION. PROCEEDINGS OF THE 10TH INTERNATIONAL CONFERENCE ON NEXT GENERATION MOBILE APPLICATIONS, SECURITY AND TECHNOLOGIES (NGMAST). 2016.
14. M.A.M. JUSOH, K. SUGIMAN, M. OHKA, T. MIYAOKA, **A.M. LOKMAN**. A NEW ALGORITHM TO DISCRIMINATE THIN MATERIAL USING TRI-AXIAL TACTILE DATA BASED ON HUMAN TACTILE SENSATION. 27TH INTERNATIONAL SYMPOSIUM ON MICRO-NANOMECHATRONICS AND HUMAN SCIENCE. 2016.
15. S.M. SARIF, **A.M. LOKMAN**, S.R. HAMIDI, B.M. RAMLI. THE INFLUENCE OF ORGANIZATIONAL FACTORS IN THE SUCCESS OF IT PROJECT MANAGEMENT. PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON COMPUTING, ENGINEERING AND COMMUNICATION TECHNOLOGIES (ICCECT). 2016.
16. A.I.H. SUHAIMI, **A.M. LOKMAN**. DEMOGRAPHIC PROFILE AND INTENTION TO COMPLY WITH SECURITY POLICY IN FINANCIAL INSTITUTIONS IN MALAYSIA. PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON COMPUTING, ENGINEERING AND COMMUNICATION TECHNOLOGIES (ICCECT). 2016.
17. K.K. ISHAK, N.A.M. RAZALI, **A.M. LOKMAN**, K. TOSHIYUKI. KANSEI INFORMATION SECURITY ASSESSMENT (KISA): CHARACTERIZING TRUST AS STIMULI FOR USER EMOTIONAL ASSESSMENT IN INFORMATION SECURITY. PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON COMPUTING, ENGINEERING AND COMMUNICATION TECHNOLOGIES (ICCECT). 2016.
18. R.M. ROSLI, **A.M. LOKMAN**. SIGNIFICANT EMOTIONAL DESCRIPTORS FOR VIDEO-WATCHING EXPERIENCE. PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON COMPUTING, ENGINEERING AND COMMUNICATION TECHNOLOGIES (ICCECT). 2016.
19. S.A. KADIR, **A.M. LOKMAN**, T. TSUCHIYA. EMOTION AND TECHNIQUES OF PROPAGANDA IN YOUTUBE VIDEOS. PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON COMPUTING, ENGINEERING AND COMMUNICATION TECHNOLOGIES (ICCECT). 2016.
20. N.N.N. ISMAIL, **A.M. LOKMAN**, F. REDZUAN. ELDERLY PERCEPTION AND EXPECTATION TOWARD THE ROBOTS: A PRELIMINARY STUDY. THE IEEE CONFERENCE ON E-LEARNING, E-MANAGEMENT AND E-SERVICES (IC3E). 2016.



21. S.A. BIDIN, **A.M. LOKMAN**, W.A.R.W.M. ISA, T. TSUCHIYA, INITIAL INTERVENTION STUDY OF KANSEI ROBOTIC IMPLEMENTATION FOR ELDERLY. 2016 IEEE INTERNATIONAL SYMPOSIUM ON ROBOTICS AND INTELLIGENT SENSORS, IRIS 2016, 17-20 DECEMBER 2016, TOKYO, JAPAN.
22. **A.M. LOKMAN**, M.B.C. HARON, S.Z.Z. ABIDIN, N.E.A. KHALID. AUTOMATING EXPERT ROLE TO DETERMINE DESIGN CONCEPT IN KANSEI ENGINEERING. PROGRESS IN APPLIED MATHEMATICS IN SCIENCE AND ENGINEERING (PIAMSE) 2015.
23. N.F. TAHARIM, **A.M. LOKMAN**, A. HANESH, A.A. AZIZ. FEASIBILITY STUDY ON THE READINESS, SUITABILITY AND ACCEPTANCE OF M-LEARNING AR IN LEARNING HISTORY. PROGRESS IN APPLIED MATHEMATICS IN SCIENCE AND ENGINEERING (PIAMSE) 2015.
24. A.A. AZIZ, F.F.M. MOGHANAN, A. ISMAIL, **A. M. LOKMAN**. HUMANOID-ROBOT AS TEACHING MEDIATOR FOR CHILDREN WITH AUTISM: ASSESSING THE KANSEI RESPONSE TOWARDS DIFFERENT MODULES. 2015 IEEE INTERNATIONAL SYMPOSIUM ON ROBOTICS AND INTELLIGENT SENSORS (IRIS 2015).
25. R.M. ROSLI, **A.M. LOKMAN**, A.A. AZIZ, S.R. HAMIDI. FACTORS CONTRIBUTING TO INTERNET ABUSE IN THE WORKPLACE: BEHAVIOUR IN SMES. PROCEEDINGS OF THE INTERNATIONAL SYMPOSIUM ON RESEARCH OF ARTS, DESIGN AND HUMANITIES (ISRADH 2014). PP 101-112, 2015.
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## 24. KEYNOTE SPEAKER

No.	EVENT
1.	THE INTERNATIONAL CONFERENCE ON COMPUTER, CONTROL, INFORMATICS AND ITS APPLICATIONS 2013 (IC3INA 2013) , JAKARTA, DECEMBER 2013.
2.	SEMINAR NASIONAL SISTEM DAN TEKNOLOGI INFORMASI (SNASTI), BANDUNG, JANUARY 2014.
3.	2nd ADVANCEMENT ON INFORMATION TECHNOLOGY INTERNATIONAL CONFERENCE (ADV CIT), KRABI, THAILAND, DECEMBER 2015.

## 25. SEMINAR / WORKSHOP / TUTORIAL PRESENTATION

No.	SEMINAR / WORKSHOP PRESENTATION
1.	LOKMAN, A.M., <b>A WORKSHOP ON KANSEI ENGINEERING FOR BEGINNERS</b> , IIQAM, 2015.
2.	LOKMAN, A.M. <b>KANSEI ENGINEERING WORKSHOP SERIES #5. A WORKSHOP FOR RESEARCH ENHANCEMENT PROGRAM</b> . 2015.



3. LOKMAN, A.M. KANSEI ENGINEERING WORKSHOP. **A WORKSHOP** FOR MIMOS COMPETENCY ENHANCEMENT PROGRAM. 2012.
4. LOKMAN, A.M. CONQUERING THROUGH EMOTION: THE KANSEI ENGINEERING METHODOLOGY. **A WORKSHOP SESSION** IN THE INTERNATIONAL CONFERENCE OF USER SCIENCE AND ENGINEERING, 2011.
5. LOKMAN, A.M. HUMAN FACTORS IN INTERFACE DESIGN. **A TUTORIAL SESSION** IN IEEE SYMPOSIUM ON COMPUTERS & INFORMATICS 2011. KUALA LUMPUR, MALAYSIA.
6. LOKMAN, A.M., NAGAMACHI, M. KANSEI ENGINEERING – **A KNOWLEDGE TRANSFER WORKSHOP** FOR UPM: DISCOVERING KANSEI FROM A BEGINNERS PERSPECTIVE. FTMSK, UITM MALAYSIA, 2008.
7. LOKMAN, A.M. “A VISIT TO KANSEI / HCI LAB IN HIROSHIMA INTERNATIONAL UNIVERSITY (HIU)”. **A SEMINAR** ON HCI DAY. UITM, 2006.
8. LOKMAN, A.M. (2005). “ICT”. **A WORKSHOP** FOR STAR MAXIS CYBERLINQ.
9. LOKMAN, A.M. (2005). “E-PAYMENT”. **A SEMINAR** FOR FACULTY OF INFORMATION MANAGEMENT, UITM.
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11. LOKMAN, A.M., ISMAIL, A. (2003). “MYFTMSK”, **A SEMINAR** IN FTMSK COLLOQUIUM.
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## 26. SESSION CHAIR

No.	EVENT
1.	KANSEI ENGINEERING AND EMOTION RESEARCH INTERNATIONAL CONFERENCE 2016, LEEDS, UK.
2.	INTERNATIONAL CONFERENCE ON SOFT COMPUTING AND DATA SCIENCES 2015, PUTRAJAYA, MALAYSIA.
3.	INTERNATIONAL CONFERENCE OF USER SCIENCE AND ENGINEERING 2014, SHAH ALAM, MALAYSIA
4.	INTERNATIONAL CONFERENCE ON KANSEI ENGINEERING AND EMOTION RESEARCH (KEER), 2010, PARIS, FRANCE.
5.	THE INTERNATIONAL CONFERENCE ON COMPUTER APPLICATIONS AND INDUSTRIAL ELECTRONICS (ICCAIE), 2010, KUALA LUMPUR, MALAYSIA

## 27. MEMBERSHIP WITH ACADEMIC AND PROFESSIONAL ASSOCIATIONS

No.	TYPE	YEAR
1.	PERSATUAN SAINS MATEMATIK MALAYSIA	2016 - CURRENT
2.	MALAYSIA ASSOCIATION OF KANSEI ENGINEERING	2015 – CURRENT
3.	ASSOCIATION OF INFORMATION SYSTEM (AIS)	2010 – CURRENT
4.	AIS SIG HCI	2010 – CURRENT
5.	JAPAN SOCIETY OF KANSEI ENGINEERING (JSKE)	2006 – CURRENT
6.	INSTITUTE FOR SYSTEMS AND TECHNOLOGIES OF INFORMATION, CONTROL AND COMMUNICATION (INSTICC)	2007 – CURRENT
7.	IEEE	2008 – CURRENT
8.	DESIGN & EMOTION SOCIETY	2009 – CURRENT
9.	ALUMNI OF LOOK EAST POLICY STUDENTS (ALEPS)	2004 – CURRENT
10.	FUKUI UNIVERSITY INTERNATIONAL STUDENT ALUMNI	2003 – CURRENT
11.	BRIDGE MEMBER OF ASIA AND FUKUI	2005 – CURRENT

12. UiTM ALUMNI 2006 – CURRENT

## 28. AWARDS

No.	TYPE	YEAR
<b>SCHOLARSHIPS</b>		
1.	JPA / UiTM STAFF SCHOLARSHIP	2005 – 2009
2.	NICHICON CORPORATION FUND, JAPAN	1993
3.	JPA LOOK EAST POLICY SCHOLARSHIP	1989 – 1992
4.	JPA JAPAN PREPARATION SCHOOL SCHOLARSHIP	1987 - 1989
5.	MOE BKP SCHOLARSHIP	1982 – 1986
<b>AWARDS</b>		
1.	IEEE SENIOR MEMBER	2016
2.	BEST PAPER AWARD, KMICE 2014	2014
3.	ANUGERAH KHIDMAT CEMERLANG	2011
4.	EXCELLENCE AWARD, UiTM	2010
5.	ANUGERAH KECEMERLANGAN AKADEMIK PASCA SISWAZAH, FSKM, UiTM	2010
6.	KUMPULAN GERAN NILAI TERTINGGI, FSKM, UiTM	2009
<b>INNOVATIONS</b>		
1.	BRONZE MEDAL (i-Tourism Travel Buddy Mobile Apps), ANUGERAH HARTA INTELEK NEGARA	2016
2.	GOLD MEDAL (i-Tourism Travel Buddy Mobile Apps) , IIDEX, UiTM MALAYSIA	2015
3.	SILVER MEDAL (Innovated COSMIC Functional Size Measurement Calculator for Mobile Apps Development Cost Estimation), IIDEX, UiTM MALAYSIA, IIDEX, UiTM MALAYSIA	2014
4.	BRONZE MEDAL (Infomedia For Factors Contributing To The Internet Abuse In The Workplace), IIDEX, UiTM MALAYSIA	2014
5.	SILVER MEDAL (e-Village), IID, UiTM MALAYSIA	2007
6.	SILVER MEDAL (e-Village), MTE MALAYSIA	2008
7.	SILVER MEDAL (e-Village), SIIF, KOREA	2008
8.	BRONZE MEDAL (Design Tools for Kansei Website), IID, UiTM MALAYSIA	2009
<b>INTELLECTUAL PROPERTY</b>		
1.	i-Tourism Travel Buddy Mobile Apps (Copyright)	2015 – current
2.	ULLE	2015 - current
3.	Web-based Natphoric KE (Copyright)	2014 – current
4.	E-Village, E-Kampung (Trademark)	2006 – current
5.	Kansei Web Design Guideline (Copyright)	2008 – current

## 29. LECTURE EXPERIENCE

No.	COURSE	YEAR	LEVEL
1.	ICT705 – ADVANCED WEB SYSTEMS ENGINEERING	2016	MASTER
2.	CSP750 – RESEARCH METHODS IN COMPUTING	2016	MASTER
3.	SYS704 – RESEARCH METHODOLOGY	2014-2015	MASTER
4.	MIC 701 – RESEARCH METHODOLOGY	2011-2015	MASTER
5.	MIT 721 – THE MATHEMATICS OF POLITICS	2011	MASTER
6.	SYS 710 – WEB SYSTEMS ENGINEERING	2009-2015	MASTER



7.	SYS 703 – ENTERPRISE SYSTEM DEVELOPMENT	2009	MASTER
8.	ITS 690 – IT PROJECT	2009	BACHELOR
9.	ITS 760 - E-COMMERCE TECHNOLOGY	2002-2005	MASTER
10.	ITT 751 - WEB TECHNOLOGY	2002-2005	MASTER
11.	ITS520 - INTRODUCTION TO ELECTRONIC COMMERCE	2002-2003	BACHELOR
12.	ITS 521 - E-COMMERCE APPLICATION DEVELOPMENT	2002-2003	BACHELOR
13.	ITS 475 - KNOWLEDGE INTEGRATION	2002-2003	BACHELOR
14.	ITS 473 - SOFTWARE IMPROVEMENT	2002-2003	BACHELOR
15.	PCS100 - COMPUTER APPLICATIONS	2004	DIPLOMA
16.	CSC 131 - PROGRAMMING CONCEPTS	2003	DIPLOMA
17.	ITT 253 - INTERNET/INTRANET FOR BUSINESS APPLICATION	2002	CERTIFICATE

### 30. STUDENTS RESEARCH SUPERVISION

#### POST-GRADUATE STUDENTS' SUPERVISION (Includes Co-supervision)

NO.	STUDENTS NAME	INSTITUTIONS	YEAR ENROLLED	YEAR END	LEVEL
1.	AHMAD AZRAN AWANG	UITM	2014	2018	PHD
2.	SHAMSIAH ABD KADIR	UITM	2015	2019	PHD
3.	RUS SHAFINAZ SHAFIE	UITM	2015	2019	PHD
4.	ROSHALIZA ROSLI	UITM	2014	2018	PHD
5.	SAIFUL AZMAN BIDIN	UITM	2014	2018	PHD
6.	MIOR HASRUL AFFENDI MIOR AHMAD	UITM	2014	2018	PHD
7.	NURWAHIDA FARADILA BINTI TAHARIM	UITM	2012	2016	PHD
8.	FAUZIAH REDZUAN	UKM	2009	2015	PHD
9.	AHMAD SAUFFIYAN ABU HASAN	UITM	2010	2015	PHD
10.	ASA NAIM RUSLI	UPM	2012	2015	PHD
11.	AZRI SAFWAN ZULKIFLI	UITM	2010	2013	PHD
12.	HANISAH BINTI ABDUL KARIM	UITM	2015	2017	MASTER
13.	NIK NOR NABILA NIK ISMAIL	UITM	2015	2017	MASTER
14.	KHAIRUL HILMI BIN KHALIL	UITM	2014	2015	MASTER
15.	RUS SHAFINAS BINTI SHAFIE	UITM	2014	2015	MASTER
16.	MOHAMMAD NIZAM BIN ISMAIL	UITM	2012	2016	MASTER
17.	YUHAINI MOHD YUSOF	UITM	2014	2015	MASTER
18.	MUNIRAH AAYUNI BINTI MOHD MOKHTAR	UITM	2014	2015	MASTER

19.	SUHARTINI BINTI SAMSUDIN	UITM	2014	2015	MASTER
20.	NURUL ALIA BINTI BUSTAMAM	UITM	2014	2015	MASTER
21.	NUR AMIRA NUTFAH BINTI ZULKIFLI	UITM	2014	2015	MASTER
22.	SITI NORHAJAR BINTI MEGAT AHMAD ROSLAN	UITM	2014	2015	MASTER
23.	SARHAN ROZAINI MOHAMED RADZI	UITM	2013	2014	MASTER
24.	MIOR HASRUL AFFENDI MIOR AHMAD	UITM	2013	2014	MASTER
25.	AWANG MASRIN AWANG MOHD NOOR	UITM	2013	2014	MASTER
26.	RUDI AGASSI BIN MUHAMMAD ZAILI	UITM	2013	2014	MASTER
27.	MUHAMMAD DANIAL BIN IDRIS	UITM	2013	2014	MASTER
28.	MOHD ELM IZHA BIN MD ALUI	UITM	2013	2014	MASTER
29.	RAIHANI MOHAMOD	UITM	2012	2013	MASTER
30.	JASMINE GIRES	UITM	2012	2013	MASTER
31.	ALI BAIZURI RAZALI	UITM	2012	2013	MASTER
32.	NOOR HASLIZA SAID	UITM	2012	2013	MASTER
33.	NORMALA CHE EEMBI	UITM	2012	2013	MASTER
34.	FARAH ZAMIRA FARUSH KHAN	UITM	2012	2013	MASTER
35.	MOHD HAFEEZ MOHD YUNUS	UITM	2012	2013	MASTER
36.	MEGAT SHAH HAMERUL DATO' MEGAT MOHD YUSOF	UITM	2012	2013	MASTER
37.	NOOR MUSMAYATI MUSA	UITM	2013	2013	MASTER
38.	ALFARIZ BIN MOHD MUSTAFA	UITM	2010	2012	MASTER
39.	MOHD AFIFULLAH AHMAD	UITM	2010	2012	MASTER
40.	KHAIRUL IKHWAN RAZALI	UITM	2010	2012	MASTER
41.	NUR FARAHANA MAZLAN	UITM	2010	2012	MASTER
42.	SAIFUL AZMAN HJ BIDIN	UITM	2010	2012	MASTER
43.	HASLINDA ABDULLAH	UITM	2010	2012	MASTER
44.	NURWAHIDA FARADILA TAHARIM	UITM	2010	2012	MASTER
45.	MUHAMMAD FAHMI MAZLAN	UITM	2010	2012	MASTER
46.	HASLINA HISHAM	UITM	2010	2012	MASTER
47.	MOHD AZMEER OMAR	UITM	2010	2012	MASTER

48.	MUHAMMAD FAHMI MAZLAN	UITM	2011	2012	MASTER
49.	MOHD AFIFULLAH AHMAD	UITM	2011	2012	MASTER
50.	MUHAMAD NAZRI BIN SHaidon	UITM	2008	2011	MASTER
51.	LUQMANNULHAKIM MOHAMAD IDRIS	UITM	2009	2011	MASTER
52.	MOHD REZA BIN AZMAN	UITM	2009	2011	MASTER
53.	ROSLINA BINTI MOHAMAD RIJAL	UITM	2009	2011	MASTER
54.	NAZIHAH ABDUL KADIR	UITM	2008	2010	MASTER
55.	KHAIRUL KHALIL ISHAK	UITM	2008	2010	MASTER