CURRICULUM VITAE

Professor Ts Dr.

ANITAWATI MOHD LOKMAN

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College of Computing, Informatics and Media
Universiti Teknologi MARA
40450 Shah Alam, Selangor

SYNOPSIS

Anitawati Mohd Lokman is a Professor of IT at Universiti Teknologi MARA (UiTM), Malaysia. She received her Bachelor of Engineering in Information Engineering from the University of Fukui, Japan in 1994, and a Master of Science from UiTM in 2001. She obtained a PhD in Science, specializing in Kansei Engineering and Emotional User Experience, under the supervision of Professor Mitsuo Nagamachi, who is also the founder of Kansei Engineering. She is entrusted with expert knowledge by her Guru through collaboration in research projects, co-authoring books and research articles, and sharing knowledge transfer in workshops and tutorials in Malaysia and abroad. She has been a keynote and plenary speaker at several international and local conferences and seminars. With a favorable response to the Kansei Engineering field, she founded the Malaysia Association of Kansei Engineering Malaysia (MAKE) in 2015, and was appointed the first president. She has gained recognition locally and internationally, and has become an expert reference in Kansei Engineering, Emotional UX, HMI, Happiness & Wellbeing, and Emotion & Design. She is active in introducing Kansei Engineering into diverse fields such as Culture & Design, Social Media, Public Service, Human Resource, Robot Interaction, and Internet Applications. She has published more than 100 journal articles, books, and conference papers, among others. In 2018, she successfully hosted the 7th International Conference on Kansei Engineering & Emotion Research (KEER 2018), in Kuching, Sarawak, Malaysia, in collaboration with the KEER International Board and UiTM. She has vast experience in journal editorial internationally. Among the recognitions she received were the Best Writer Award 2016, Best Researcher Award 2017, 30 Women Achievers & Leaders of Malaysia Award 2017, CHRO Asia's Women Leadership Excellence Awards 2018, and 2019 Pioneering Woman Leader at the 6th World Woman Leadership Congress & Awards for her contribution in pioneering Kansei & Affective Engineering in Malaysia. She is currently a board member of the KEER International Executive Board.

ACADEMIC QUALIFICATION

- **Doctor of Philosophy in Science (IT) 2009 (Academic Excellence Award)**
  Thesis: *Emotional User Experience in Web Design: The Kansei Engineering Approach*
  Universiti Teknologi MARA, Malaysia

- **Master in Science (IT) 2001**
  Thesis: *A Japanese – Malay Translation Engine through Web*
  Universiti Teknologi MARA, Malaysia

- **Bachelor of Engineering (Information Engineering) 1994**
  Thesis: *Pixel Image Recognition Using X-Lib*
  University of Fukui, Japan

EXPERTISE

- Emotional UX
- Kansei Engineering
- Interaction Design (Human Factor's Engineering)
- Design & Emotion
- Happiness & Wellbeing

PROFESSIONAL EXPERIENCE / AFFILIATION

UiTM

- **Professor**
  2019 – Current, Universiti Teknologi MARA, Malaysia
- **Head of Strategic Planning (Performance Measurement)**
  2017 – 2019, Centre for Strategic Planning & Information,
  Universiti Teknologi MARA, Malaysia
- **Head of Research Initiative Group**
  2015 – Current, RIG Emotion, Kansei & Design Engineering (EKDE)
- **Head of Study Centre**
  2015 – 2017, IT Studies, Universiti Teknologi MARA, Malaysia
- **Head of Research & Publication Unit**
  2013 – 2015, Centre of Media & Information Warfare
  Studies, Universiti Teknologi MARA, Malaysia
- **Head of Post-graduate Study Centre**
  2010 – 2013, Centre of Media & Information Warfare
  Studies, Universiti Teknologi MARA, Malaysia
- **Associate Professor**
  2012 – 2019, Universiti Teknologi MARA, Malaysia
- **Senior Lecturer**
  2007 – 2012, Universiti Teknologi MARA, Malaysia
- **Lecturer**
  2002 – 2007, Universiti Teknologi MARA, Malaysia

INDUSTRIES

- **Senior Engineer**
  1994 – 2002, Toshiba Electronics (M), Malaysia

- **Staff Trainee**
  1992 NEC C&C (Tokyo), Japan

OTHERS
- HRDF Certified Trainer
- IEEE Senior Member
- MBOT Professional Technologist
- Akademi Profesor Malaysia
- Malaysia Association of Kansei Engineering (MAKE), President

KEYNOTE/ PLENARY SPEAKER
- IT FESTIVAL 2022, PALEMBANG, INDONESIA
- KULIAH TAMU MPI 2021, BUKITTINGGI, INDONESIA
- ICOSTA 2020, MEDAN, INDONESIA
- BICIE 2020, BUKITTINGGI, INDONESIA
- BICIE 2019, BUKITTINGGI, INDONESIA
- HFEC & ERGOCUP 2018, SHAH ALAM, MALAYSIA
- ADVCIT 2015, KRABI, THAILAND
- SNASTI 2014, BANDUNG, INDONESIA
- IEEE IC3INA 2012, JAKARTA

INTERNATIONAL CHAIR
- Conference Chair of 7th International Conference on Kansei Engineering and Emotion Research 2018
- Scientific Co-Chair of 8th International Conference on Kansei Engineering and Emotion Research 2020
- Publication Chair of HFEM 2022
- Track Chair of ICHDC 2019
- Track Chair of INHAC 2019
- KEER International Executive Board (2018-current)
- Track Chair of ADVCIT 2015
- Track Chair of KEER 2016
- Track Chair of KEER 2010
- Publication Chair of SCDS 2015

EDITORIAL
- Editor-in-Chief: Malaysian Journal of Computing (2022-current)
- International Editor: International Journal of Affective Engineering (2019-current)
- Editor-in-Chief: MJMHS (HFEM SI) (2022)
- International Editor: Advances in Intelligent Systems and Computing (KEER 2020)
- Editor-in-Chief: Advances in Intelligent Systems and Computing (KEER 2018)
- Editor: Journal of Science, Technology and Innovation Policy (2021-current)
- Managing Editor: Journal of Media and Information Warfare (2010-2015)
- Co-Editor: Go Green with Emotion (Linköping University) (2018)
- Technical Programme Committee of IUKM 2016

WORKSHOP/ TUTORIAL

- Quantitative Kansei, MAKE Workshop Series, 2022
- Understanding Emotion with Kansei Engineering, MAKE Workshop Series, 2021
- Designing Product using Kansei Engineering, MPOB 2021
- Marketing via Product Emotion, MPOB 2020
- A Workshop on Kansei Engineering For Beginners, iLQAM, 2015
- KAE Writing Workshop, 2014
- Kansei Engineering Workshop. MIMOS Competency Enhancement Program, 2012
- Conquering Through Emotion: The Kansei Engineering Methodology. A Workshop at The International Conference of User Science and Engineering, 2011
- Human Factors in Interface Design. A Tutorial Session in IEEE Symposium on Computers & Informatics, 2011
- Discovering Kansei from a Beginners Perspective. UPM Workshop, 2008
- ICT. A Workshop at STAR Maxis Cyberlinq, 2005
- e-Payment. An Undergraduate Seminar At FPM, 2005
- Corporate Portal. A Workshop for PP UiTM, 2005
- e-Business. A Workshop For MPK, 2002

SUMMARY OF RESEARCH & PUBLICATION

1. >100 articles with indexed journals dan proceedings
2. Citation: Google Scholar 2199 | WOS 76 | Scopus 304
3. H-Index: Google Scholar 17 (i10 33) | WOS 5 | Scopus 8
4. 7 books with international publisher
5. 6 books with national publisher
6. 2 monographs with national publisher
7. > 20 chapter in books with international publisher
8. KE for Beginners module
9. PLKN 2.0 – Tech + Talk Module
10. LEIQ™ Happy | Love | Respect
11. Modul Isi Hatiku © 2017
12. Module on Leveraging Social Media
13. Module on Strategic Communication
14. Module on IT in MIW
15. Research on PRA Resolution
16. Research on Youth Women Issues
17. Research on Happiness Index UiTM
18. >20 funded research at national level
19. >20 funded research at university level
20. Total research fund received > RM2 mil.
21. 10 IP

* Click the following for a full listing of publications:
- Scopus (ORCiD: 0000-0001-9117-5321)
- WoS (ResearcherID: O-5922-2018)
- Google Scholar
- http://anitawati.uitm.edu.my

AWARDS

1. Best Paper Award, HFEM (2021)
2. Best Paper Award, KEER (2020)
3. Pioneering Woman Leader, World Woman Leadership Congress & World HRD Congress (2019)
4. Woman Leadership Excellence, CMO ASIA, World HRD Congress, & CHRO ASIA (2018)
5. Best Paper Award, JSKE (2018)
6. Professional Technologist (TS. / PTECH.), MBOT (2018)
7. Graduate Technologist, MBOT (2018)
8. Best Researcher FSKM, UiTM (2018)
9. 30 Women Achiever & Leaders of Malaysia Award, CHRO ASIA, & WORLD HRD CONGRESS (2017)
10. Best Author, UiTM (2017)
11. IEEE Senior Member, IEEE (2016)
12. KEER International Executive Board Member, KEER International Executive Board (2016)
13. Book Publishing Award, FSKM, UiTM (2016)
14. Best Community Service & Volunteerism Award, FSKM, UiTM (2016)
15. Featured Author by Taylor & Francis Group: CRC PRESS (2015)
16. Featured Author by JSKE (2021)
17. Best Paper Awards, KMICE (2014)
18. Service Excellence Award, UiTM (2011)
19. Excellence Award, UiTM (2010)
20. Post-Graduate Academic Excellence Award, FSKM, UiTM (2010)
21. Highest Grant Recipient Group, FSKM, UiTM (2009)

INNOVATION AWARDS

1. Gold Medal (LEIQ™), iCAN 2022, Canada, 2022
2. Jury's Choice Award (LEIQ™), iCAN 2022, Canada, 2022
3. Industry Special Award (LEIQ™), iCAN 2022, Canada, 2022
4. Silver Award (HEQI), IIDEX UiTM (2019)
5. Gold Award (LEIQ™: HAPPY | LOVE | RESPECT), IIDEX UITM (2018)
6. Bronze Award (KITTY: FINANCIAL HEADLINES SENTIMENT ANALYSIS DASHBOARD), IIDEX UITM (2018)
7. Bronze Award (I-TOURISM TRAVEL BUDDY MOBILE APPS), ANUGERAH HARTA INTELEK NEGARA (AHIN) MALAYSIA (2016)
8. Gold Award (I-TOURISM TRAVEL BUDDY MOBILE APPS), IIDEX, UiTM (2015)
9. Silver Award (INNOVATED COSMIC FUNCTIONAL SIZE MEASUREMENT CALCULATOR FOR MOBILE APPS DEVELOPMENT COST ESTIMATION), IIDEX, UiTM MALAYSIA (2014)
10. Bronze Award (INFOMEDIA FOR FACTORS CONTRIBUTING TO THE INTERNET ABUSE IN THE WORKPLACE), IIDEX, UiTM (2014)
11. Silver Award (E-VILLAGE), MTE, MARS (2008)
12. Silver Award (E-Village), SIIF, Korea (2008)
13. Bronze Award (DESIGN TOOLS FOR KANSEI WEBSITE), IID, UITM (2007)
14. Silver Award (EMOTION INTERFACE DESIGN PATTERN FOR E-CLOTHING), IID, UiTM (2008)
15. Silver Award (E-VILLAGE), IID, UiTM MALAYSIA (2007)

INTELLECTUAL PROPERTY (IP)

1. L-SAK Kansei Visual Unity Model (Copyright)
2. ERVM (Copyright)
3. LEIQ™ (Copyright)
4. Happiness Index Visual Analystics System (HIVAS) (Copyright)
5. UiTM Happiness Index Model (Copyright)
6. Tourism Travel Buddy Mobile Apps (Copyright)
7. ULLE (Copyright)
8. Web-based Natphoric KE (Copyright)
9. E-Village, E-Kampung (Copyright)
10. Kansei Web Design Guideline (Copyright)

SUPERVISION

1. >25 PhD and Master by Research
2. >50 Master by Coursework
3. >50 Bachelor Degree

CONSULTATION

1. INFRA: Training Needs Research
2. AB Associates: Strategic Communication based on LEIQ™
3. JPW: Strategic Action Plan
4. MPOB: Marketing based on Kansei & LEIQ™
5. STARZA CORPORATION SDN BHD : 'Tech + Talk' Module For The National Service Training Programme 2.0 (PLKN 2.0)
6. SCB : KEER2018 Consultation Service
7. BTN : Social Media
8. INTAN : Leveraging Social Media
9. MIMOS : Kansei Engineering
10. YAYASAN ILMUWAN : Subject Expert
11. UPM : Kansei Engineering – A Beginner's Perspective
12. JKKK KG. JENJAROM : E-Village
13. STAR, MAXIS CYBERLINQ : ICT
14. MPKLANG : E-Commerce

RESEARCH EXPERIENCE

LEADER

YEAR	TITLE	SPONSOR
2022 – 2024	Developing Effective Message Strategies for Prediabetes Prevention Video Campaign	PBT
2022 – 2023	Women And Leadership in Malaysian Public University	PBT
2019 – 2023	Modeling Emotion & Well-being based on Kansei Engineering & LEIQ™	MOHE – FRGS
2021 – 2023	Exploring Determinants for Online-Based Training Effectiveness Framework	UiTM
2021 – 2022	Implementation of KE in Web-based Palembang City Regional Asset Mapping	UiTM – POLSRI

2020 – 2021	Kajian Keperluan Latihan INFRA	GOV
2018 – 2019	Penyelidikan STAR Berasaskan Kansei	GOV
2017 – 2020	Stochastic Geometry Probabilistic Algorithm in Dynamic Object Recognition of Robotic Navigation and Mapping	MOHE – FRGS
2018 – 2019	Emotion Classification Model for Extremist YouTube Video Experience	UiTM – BESTARI
2017 – 2019	Emotive Halal Tourist Experience Model	UiTM – REI
2016 – 2017	UiTM Happiness Index	UiTM – DKP
2015 – 2016	Kansei/Affective Engineering	UiTM – REI
2015 – 2014	Hybrid Iterative Bi-directional Kansei Design and Feedback Framework – Part 2	UiTM – PSI
2014 – 2015	Kansei Robot Interaction (KRI)	UiTM – REI
2014 – 2014	Exploring Feasibility of Natphoric Algorithm for Web-Based Kansei Engineering – Part 3	UiTM – PSI
2013 – 2015	Hybrid Iterative Bi-directional Kansei Design and Feedback Framework	MOHE – FRGS
2013 – 2014	Exploring Feasibility of Natphoric Algorithm for Web-Based Kansei Engineering – Part 2	UiTM – PSI
2012 – 2015	Exploring Feasibility of Natphoric Algorithm for Web-Based Kansei Engineering	MOHE – ERGS
2012 – 2014	Semantic Kansei for Racial Unity	UiTM – CG
2011 – 2012	Web Systems Engineering for Prioritization of Research Area In FSKM	UiTM – DST
2010 – 2012	The Feasibility of PrEmo As A New Emotion Measurement Tool in Kansei Engineering Methodology	MOHE – FRGS
2008 – 2010	A Research on Intelligent Agent System Using Kansei Engineering	MOSTI – SCIENCE FUND
2005 – 2006	Mapping Physical Properties with Human Perception on An Online Textile Simulation	UiTM – DST
2004 – 2005	E-Office for UiTM	UiTM – DSSP

CO-RESEARCHER

YEAR	TITLE	SPONSOR
2022 – 2024	An Interfusion Augmented Reality Model based on Immersive, Assistive, and Affective Design Principles of Visually Impaired Interaction Experience	MOHE – FRGS
2022 – 2024	Exploring Factors for Innovative Enterprise Architecture (EA) Governance Framework for A Sustainable Digital Government Service Delivery: A Case Study of Malaysian Public Sector	UiTM
2022 – 2023	Kajian Impak Tahun Pengkomersialan Malaysia 2016-2020	MOSTI-YIM
2022 – 2023	Maturity Assessment of Assurance Analytics Among Internal Auditors in Malaysia	UiTM – ASSURING
2021 – 2023	A Visual Framing Strategy Towards Emotional Wellbeing To Strengthen Pandemic Preparedness Planning	UiTM
2021 – 2023	Formulating Student's Leadership Programme Framework A Kansei Engineering Approach	UiTM
2021 – 2023	Design A Learning Module on Humanoid Robot As Emotion Extraction Mediator	UiTM
2021 – 2023	Conceptualizing Community Informatics Through an ICT Inception Framework in Malaysian HTP	UiTM – GPK

2020 – 2022	Modelling Emotion Mining for National Security Threats in Cyberspace	UPNM – GPJP
2017 – 2019	Kansei Engineering as Users Emotional Assessment in Information Security	MOHE – FRGS
2017 – 2019	Stochastic Geometry Probabilistic Algorithm in Dynamic Object Recognition of Robotic Navigation and Mapping	MOHE – FRGS
2017 – 2018	Emotionally Intelligence Virtual Learning Environment for Tertiary Level Students	UiTM – ARAS
2016 – 2018	A Mobile Teaching E-Inclusion Value Chain Framework.	UiTM – ARAS
2016 – 2017	Kansei Engineering	SCU, JAPAN
2016 – 2017	Screening Instrument for Detecting Learning Disability Among Primary School Children	UiTM – LESTARI
2015 – 2017	Framing Grounded Theory Method (GTM) In Blended Learning Adoption Patterns	MOHE – RACE
2015 – 2016	Establishing Guidelines on Ethical and Spiritual Elements in Humanoid Robot Intervention for Autistic Children in Malaysia	MOHE – FRGS
2015 – 2016	Modelling Ubiquitous Language Learning Environment	MOHE – RAGS
2014 – 2016	A New Hybrid Kansei-Spiritual Therapeutic Robot Interaction Model (KS-TRI)	MOHE – FRGS
2014 – 2014	A Theoretical Framework of Participatory Playful Interaction in Mobile Learning	MOHE – RAGS
2013 – 2014	A Structural Model of MOE - RACE, Racialisation and Social Media	MOHE – RAGS
2013 – 2014	A Theoretical Framework of Participatory Playful Interaction in Mobile Learning – Part 2	UiTM – PSI
2012 – 2014	A Reference Semantic Kansei Framework to Preserve Unity	MOHE – RAGS
2011 – 2013	Modelling Action, Construct and Control Measure (ACCM) For IT Media Ethics in Malaysia	MOHE – FRGS
2011 – 2012	Web Systems Engineering for Prioritization of Research Area In FSKM	UiTM – DST
2010 – 2012	New Filtering Framework for Web Personalization Search	MOHE – FRGS
2010 – 2011	Towards Human-Centred Design Informatics	UiTM – DST
2010 – 2011	Validating E-Teaching/Learning Innovation in Dental Education	MOHE – FRGS
2007 – 2010	Towards E-Participation	MOHE – FRGS
2004 – 2005	Archiving A Cultural Heritage	UiTM – DST

PRINCIPAL INVESTIGATOR

YEAR	TITLE	SPONSOR
2007 – 2008	Engineering Emotional Values in Web Design	MOHE - FRGS
2006 – 2008	Engineering Affective Quality in e-Commerce Website	MOSTI - SCIENCE FUND