



Assoc. Prof. Dr. Anitawati Mohd Lokman

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Short Biography:

Assoc. Prof. Dr. Anitawati Mohd Lokman is an Associate Professor at the Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA (UiTM), Malaysia. She received a Bachelor of Engineering in Information Engineering from the University of Fukui, Japan in 1994, and Master degree in Information Technology from UiTM in 2001. She earned her PhD in Science, with emphasis on Kansei Engineering and Emotional User Experience under the supervision of Professor Mitsuo Nagamachi and Professor Nor Laila Md Noor. She champions Kansei Engineering in Malaysia, entrusted with the knowledge by her Guru, via collaboration in research projects, co-author of books and research articles, as well as sharing medium of knowledge transfer in workshops and tutorials locally and internationally. She has also been a keynote speaker to a few international conferences and seminars. With encouraging response to the discipline, she founded Malaysia Association of Kansei Engineering (MAKE) in 2015, and appointed as the first president. She is also the Head of Research Intensive Group for Kansei/Affective Engineering (RIG KAE) in UiTM. She is known in the academia locally and internationally, and encouragingly become a reference expert in the field of Kansei Engineering, Emotion, UX, Happiness & Wellbeing, Quality of Life, Interface Design, Interaction Design, Product/Service Design, and Branding. She is currently active in converging Kansei Engineering to diverse field such as in Emotive Web, Culture & Design, Social Media, Public Service, Robot Interaction, and Emerging Internet Applications. She has authored over 100 publications at local and international level, in the form of books, conference papers and journals among others. Among recognitions she received are the Best Author of UiTM Award 2016, and honoured as Senior Member of the IEEE. She was also awarded with 30 Women Achievers & Leaders of Malaysia 2017 presented by Tan Sri Datin Paduka Hajah Zaleha Ismail, on behalf of CHRO Asia.