

CURRICULUM VITAE (2020)



PROFESSOR TS. DR. HJH.

ANITAWATI MOHD LOKMAN

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WoS ResearcherID: O-5922-2018

SYNOPSIS

Ts. Dr. 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 the pioneer of Kansei Engineering in Malaysia, entrusted with the knowledge by her Guru with collaboration in research projects, co-authoring books, and research articles, and sharing knowledge transfer in workshops and tutorials in Malaysia and abroad. She has also given keynote address at several international conferences and seminars. With favorable response to 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 is becoming expert reference in Kansei Engineering, Emotive Web, Happiness & Wellbeing, Quality of Life, and Interface & Interaction Design. She is active in introducing Kansei Engineering into diverse fields such as Culture & Design, Social Media, Public Service, Robot Interaction, and Internet Application. She has published more than 100 books, journal articles, conference papers, among others. Among recognitions she received were Best Writer Award 2016, Best Researcher 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. In 2018, she successfully hosted The 7th International Conference on Kansei Engineering & Emotion Research (KEER 2018), in Kuching, Sarawak, Malaysia, in collaboration with KEER International Board and UiTM.

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

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)

Master Consultant

2015 – Current, Kansei Resources

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

OTHERS

IEEE Senior Member

MBOT Professional Technologist

President

2015 – Current, Malaysia Association of Kansei Engineering (MAKE)

Senior Engineer

1994 – 2002, Toshiba Electronics (M)

Staff Trainee

1992 NEC C&C, Tokyo, Japan

EXPERTISE

IT Domain

1. Emotional UX
2. Kansei Engineering
3. HCI (Human Factors Engineering)
4. Design & Emotion
5. Happiness & Wellbeing
6. Interface & Interaction Design

SUMMARY OF RESEARCH & PUBLICATION

1. >100 articles with indexed journals dan proceedings
2. Citation: Google Scholar 1119 | WOS 29 | Scopus 166
3. H-Index: Google Scholar 14 (i10 19) | WOS 3 | Scopus 7
4. 5 books with international publisher
5. 2 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. >10 funded research at nasional level
19. >10 funded research at university level
20. Total fund received > RM2 mil. External Grant: RM1.44 mil, Internal grant RM576400.
Lead Researcher: RM789100, Co-researcher: RM1.2 mil.
21. > 5 IP

* Refer to <http://anitawati.uitm.edu.my>, Google Scholar, Scopus and WoS website for list of publications.

AWARDS

1. Pioneering Woman Leader (the 6th World Woman Leadership Congress & Awards, 2019)
2. Woman Leadership Excellence (CMO Asia Presents Women Leadership Awards, 2018)
3. Professional Technologist (Ts. / PTech.) (2018 – Current)
4. Graduate Technologist (2018 – Current)
5. Best Researcher FSKM, UiTM (2018)
6. Best Paper Awards (KEER 2018)
7. 30 Women Achiever & Leaders of Malaysia Award (2017)
8. Best Author, UiTM (2017)
9. Book Publishing Award, FSKM, UiTM (2016)
10. IEEE Senior Member (2016 – Current)
11. Best Paper Awards (KMICE 2014)
12. Service Excellence Award, UiTM (2011)
13. Excellence Award, UiTM (2010)
14. Post-graduate Academic Excellence Award, FSKM, UiTM (2010)
15. Highest Grant Recipient Group, FSKM, UiTM (2009)

INNOVATIONS

1. Gold Award (LEIQ™: Happy | Love | Respect)
2. Bronze Award (i-Tourism Travel Buddy Mobile Apps), Anugerah Harta Intelek Negara (AHIN), Malaysia
3. Gold Award (i-Tourism Travel Buddy Mobile Apps), IINDEX, UiTM Malaysia
4. Silver Award (Innovated COSMIC Functional Size Measurement Calculator for Mobile Apps Development Cost Estimation), IINDEX, UiTM Malaysia
5. Bronze Award (Infomedia For Factors Contributing to The Internet Abuse in The Workplace), IINDEX, UiTM Malaysia
6. Silver Award (e-Village), IID, UiTM Malaysia
7. Silver Award (e-Village), MTE Malaysia
8. Silver Award (e-Village), SIIF, KOREA
9. Bronze Award (Design Tools for Kansei Website), IID, UiTM Malaysia

INTELLECTUAL PROPERTY (IP)

1. LEIQ™ (Copyright)
2. Happiness Index Visual Analytics System (HIVAS) (Copyright)
3. UiTM Happiness Index Model (Copyright)
4. i-Tourism Travel Buddy Mobile Apps (Copyright)
5. ULLE (Copyright)
6. Web-based Natphoric KE (Copyright)
7. E-Village, E-Kampung (Trademark)
8. Kansei Web Design Guideline (Copyright)

SUPERVISION

1. 23 PhD and Master by Research
 - i. 4 graduated
 - ii. 2 completed viva
 - iii. 2 waiting for viva
2. >30 Master by Coursework

CONSULTATION

1. STARZA CORPORATION SDN BHD : 'Tech + Talk' Module For The National Service Training Programme 2.0 (PLKN 2.0)
2. SCB : KEER2018 Consultation Service
3. BTN : Social Media
4. INTAN : Leveraging Social Media
5. MIMOS : Kansei Engineering
6. YAYASAN ILMUWAN : Subject Expert
7. UPM : Kansei Engineering – A Beginners Perspective
8. JKKK KG. JENJAROM : E-Village
9. STAR, MAXIS CYBERLINQ : ICT
10. MPKLANG : E-Commerce

RESEARCH EXPERIENCE

LEADER

YEAR	TITLE	SPONSOR
2019 – 2022	Modeling Emotion & Well-being based on Kansei Engineering & LEIQ™	FRGS
2018 – 2019	Penyelidikan STAR Berasaskan Kansei	GOV
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	DK PENDIDIKAN
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	MOE – 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	MOE – ERGS
2012 - 2014	Semantic Kansei for Racial Unity	UiTM – CG

2010 – 2012	The Feasibility of PrEmo As A New Emotion Measurement Tool in Kansei Engineering Methodology	MOE – FRGS
2010 - 2011	Towards Human-Centred Design Informatics	UiTM – DST
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
2017 - 2019	Kansei Engineering as Users Emotional Assessment in Information Security	MOE – FRGS
2017 - 2019	Stochastic Geometry Probabilistic Algorithm in Dynamic Object Recognition of Robotic Navigation and Mapping	MOE – 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	Screening Instrument for Detecting Learning Disability Among Primary School Children	UiTM – LESTARI
2015 - 2017	Framing Grounded Theory Method (GTM) In Blended Learning Adoption Patterns	MOE – RACE
2015 - 2016	Establishing Guidelines on Ethical and Spiritual Elements in Humanoid Robot Intervention for Autistic Children in Malaysia	MOE – FRGS
2015 - 2014	Modelling Ubiquitous Language Learning Environment	MOE – RAGS
2014 - 2016	A New Hybrid Kansei-Spiritual Therapeutic Robot Interaction Model (KS-TRI)	MOE – FRGS
2014 - 2014	A Theoretical Framework of Participatory Playful Interaction in Mobile Learning	MOE – RAGS
2013 - 2014	A Structural Model of MOE - RACE, Racialisation and Social Media	MOE – 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	MOE – RAGS
2011 - 2013	Modelling Action, Construct and Control Measure (ACCM) For IT Media Ethics in Malaysia	MOE – FRGS
2011 - 2012	Web Systems Engineering for Prioritization of Research Area In FSKM	UiTM – DST
2010 - 2012	New Filtering Framework for Web Personalization Search	MOE – FRGS
2010 - 2011	Validating E-Teaching/Learning Innovation in Dental Education	MOE – FRGS
2007 - 2010	Towards E-Participation	MOE – FRGS
2004 - 2005	Archiving A Cultural Heritage	UiTM – DST

PRINCIPAL INVESTIGATOR

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