

TENGGU SITI AISHA BINTI TENGGU AZZMAN



- KULLIYAH OF ISLAMIC REVEALED KNOWLEDGE AND HUMAN SCIENCES
- IIUM Gombak Campus
- Email address: taisha@iium.edu.my

ACADEMIC QUALIFICATION

- DOCTOR OF PHILOSOPHY IN COMMUNICATION STUDIES
- Master of Science (Communication Technology)
- Bachelor of Human Sciences (Communication)

TEACHING RESPONSIBILITIES

ADVANCED COMMUNICATION THEORY	2020/2021
COMPUTER MEDIATED COMMUNICATION	2008/2009
FINAL YEAR PROJECT I	2019/2020 2020/2021
FINAL YEAR PROJECT II	2019/2020 2020/2021
INTERCULTURAL COMMUNICATION	2008/2009 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020 2020/2021
INTERPERSONAL COMMUNICATION	2007/2008 2008/2009
INTRODUCTION TO MASS COMMUNICATION	2006/2007 2007/2008 2014/2015 2015/2016
INTRODUCTION TO ORGANIZATIONAL COMMUNICATION	2006/2007
INTRODUCTORY STATISTICS FOR COMMUNICATION RESEARCH	2015/2016 2016/2017 2017/2018
MEDIATED COMMUNICATION	2019/2020
NEW COMMUNICATION TECHNOLOGY	2018/2019
PROJECT PAPER I	2014/2015
PSYCHOLOGY OF COMMUNICATION	2006/2007 2007/2008 2008/2009 2014/2015
STATISTICS FOR COMMUNICATION	2017/2018 2018/2019 2019/2020 2020/2021

RESEARCH PROJECTS

In Progress

2019 - Present Perception of Issues and Media Usage among Factory Workers in Malaysia

2016 - Present Media Usage, Life and Job Satisfaction: A Study among Factory Workers in Malaysia

2004 - Present Electoral Studies Research Unit

Completed

2019 - 2019 Perception of Issues and Media Usage among Factory Workers in Malaysia

2017 - 2019 Public Perceptions Towards Current Issues and Government Policies

2016 - 2018 Media Usage, Life and Job Satisfaction: A Study among Factory Workers in Malaysia

2016 - 2019 Examining the Relationship between Parasocial Interaction, Religiosity and Motivation to use Twitter among Followers of Islamic Reality Shows in Malaysia

2016 - 2019 V-Logging and Citizenship: The Malaysian Experience

2016 - 2018 Media Usage, Life and Job Satisfaction: A Study among Factory Workers in Malaysia

2015 - 2017 Kajian Terhadap Pekerja Industri

2015 - 2017 Social Mobility and Media in Marang, Terengganu

2015 - 2017 Media Usage and Political Behavior: A Study among Youth in Malaysia (2015 Malaysian Election Research)

2015 - 2017 Kajian Terhadap Media dan Mobiliti Sosial di Perupok, Kelantan

2015 - 2017 Identification of Political and Leadership Issues among the Voters

PUBLICATIONS

Article

2020 [The mediating effect of employee's job satisfaction on the relationship between transformational leadership style and employee well-being among Malaysian academics.](#) Human Communication Journal , 3 (1) pp.18-35

2020 [Malaysian female users' purchase intentions of celebrity-endorsed products on Instagram: A parasocial interaction perspective.](#) Search Journal of Media and Communication Research , 12 (1) pp.93-109

2019 [The relationship of individual well-being and working environment with job satisfaction among factory workers in Malaysia.](#) Intellectual Discourse , 27 (1) pp.221-243

- 2019 [Celebrity-fan engagement on Instagram and its influence on the perception of hijab culture among Muslim women in Malaysia.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 35 (1) pp.286-302
- 2019 [Factors predicting the trend of using iTa'leem among lecturers in International Islamic University Malaysia \(IIUM\).](#) Asian Journal of Applied Communication , Special Issue (1) pp.255-267
- 2018 [The Islamization of the Malaysian media: a complex interaction of religion, class and commercialization.](#) Intellectual Discourse , 26 (2) pp.635-658
- 2018 [Vlogging and the Malaysian citizenship experience.](#) International Journal of Arts Humanities and Social Sciences , 3 (1) pp.21-28
- 2018 [Examining intercultural differences in close friendship maintenance on Facebook: a relational dialectics perspective.](#) Jurnal Komunikasi , 34 (3) pp.131-149
- 2018 [Usage of mobile phones among flood victims in Malaysia.](#) Malaysian Journal of Media Studies , 20 (2) pp.1-12
- 2018 [Religiosity and its impact on Twitter use and viewing of Islamic reality television shows among university students in Malaysia.](#) Journal of Islam in Asia , 15 (3 Special Issue) pp.356-382
- 2018 [Situational social support groups for information sharing in times of disaster: a case of 2014 floods in Malaysia.](#) Human Communication: A Journal of the Pacific and Asian Communication Association , 1 (1) pp.1-15
- 2017 [Mixed method in political communication research: the study of media usage & voting behavior as a case analysis.](#) E-Bangi: Journal of Social Sciences and Humanities , Special Issue (1) pp.24-33
- 2017 [The mediating effect of job satisfaction on leadership styles and organisational commitment among employees from three tourism villages in Indonesia.](#) Asian Journal of Applied Communication , 7 (2) pp.31-46
- 2017 [Following Islamic reality show personalities on twitter: a uses and gratification approach to understanding parasocial interaction and social media use.](#) Intellectual Discourse , 25 (Special Issue) pp.637-659
- 2017 [Predicting the intention to cyberbully and cyberbullying behaviour among the undergraduate students at the International Islamic University Malaysia.](#) International Journal of Education, Psychology and Counseling , 2 (5) pp.257-270
- 2015 [Exploring the use of social media during the 2014 flood in Malaysia.](#) Procedia Social and Behavioral Sciences , 211 pp.931-937

Conference or Workshop Item

- 2020 [Managing social media INFORMATION during the Covid-19 pandemic: The TMIM perspective.](#) **In: Communication Research Seminar (CORENA 2020)**
- 2020 [Do differences make a difference? Understanding the dynamics of diversity in university community engagement workgroups.](#) **In: Communication Research Webinar (CORENA) 2020**
- 2019 [Predictors of voting behavior & support towards Malaysian leaders: A study among factory workers in Malaysia.](#) **In: Communication Research Seminar (CORENA) 2019**

- 2019 [The impact of leadership style and staff well-being on job satisfaction among academic staff in a Malaysian public university.](#) In: **International Conference of Religion, Governance and Sustainable Development (ICRDG 2019)**
- 2018 [Celebrity fan-engagement on Instagram and how it influences perceptions on hijab culture among young Muslim women in Malaysia.](#) In: **International Seminar on Media and Communication (ISMEC 2018)**
- 2018 [The relationship between individual well-being, working environment and job satisfaction among factory workers in Malaysia.](#) In: **International Seminar on Media and Communication (ISMEC 2018)**
- 2017 [Examining intercultural differences in close friendship maintenance on Facebook: a relational dialectics perspective.](#) In: **International Conference on Islam, Media and Communication 2017 (ICIMaC)**
- 2016 [Usage of mobile phones among victims during the 2014 flood in Malaysia.](#) In: **The 9th Malaysia International Conference on Languages, Literatures and Cultures (MICOLLAC 2016)**
- 2015 [Exploring the use of social media for information sharing during the 2014 flood in Malaysia.](#) In: **2nd Global Conference on Business and Social Sciences (GCBSS 2015)**
- 2015 [Media and politics: a study among youth in Malaysia.](#) In: **2015 Asian Network for Public Opinion Research (ANPOR) Annual Conference**
- 2015 [Politik, kepimpinan dan isu-isu semasa: dapatan perbincangan kumpulan fokus di Kelantan, Terengganu dan Pahang.](#) In: **Pembentangan Data dan Analisis Awal Kajian Elektorla Malaysia 2015**

Book

- 2017 [The intention to cyberbully and cyberbullying behaviour among undergraduate students.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-634-0

Book Section

- 2018 [Maintaining family resilience among flood victims through new media usage.](#) In: **The new media ascent: its usage & impact in Malaysia** USIM Press, Universiti Sains Islam Malaysia . ISBN 978-967-440-564-9 , pp.110-120