

ZETI AZREEN BINTI AHMAD



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

ACADEMIC QUALIFICATION

- Doctor of Philosophy
- Master of Human Sciences (Communication)
- Bachelor of Human Sciences in Communication

TEACHING RESPONSIBILITIES

ADVANCED PUBLIC RELATIONS	2018/2019 2019/2020
COMMUNICATION THEORY	2015/2016 2016/2017 2017/2018 2018/2019
FINAL YEAR PROJECT I	2019/2020 2020/2021
FINAL YEAR PROJECT II	2019/2020 2020/2021
INTERNSHIP (ELECTRONIC MEDIA)	2014/2015 2015/2016 2019/2020
INTERNSHIP (JOURNALISM)	2015/2016 2019/2020
INTERNSHIP (ORGANIZATIONAL COMMUNICATION)	2015/2016 2019/2020
INTERNSHIP (PUBLIC RELATIONS)	2015/2016 2019/2020
INTRODUCTION TO MASS COMMUNICATION	2012/2013
INTRODUCTION TO PUBLIC RELATIONS	2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018
MUSLIM PRESS	2012/2013
ORGANIZATION COMMUNICATION: CASE STUDIES	2017/2018
PRACTICAL TRAINING	2019/2020
PRACTICUM	2006/2007 2007/2008 2014/2015 2015/2016
PRINCIPLES OF PUBLIC RELATIONS	2004/2005 2005/2006 2006/2007 2007/2008 2017/2018 2019/2020 2020/2021
PUBLIC RELATIONS CAMPAIGN STRATEGIES	2005/2006 2007/2008 2008/2009 2012/2013 2014/2015 2016/2017 2018/2019 2019/2020

PUBLIC RELATIONS: CASE STUDIES	2005/2006 2006/2007 2007/2008 2012/2013 2017/2018
PUBLIC RELATIONS: MEDIA & METHODS	2005/2006 2006/2007 2007/2008 2012/2013 2013/2014 2014/2015 2015/2016
QUALITATIVE COMMUNICATION INQUIRY	2018/2019 2020/2021
RESEARCH PAPER II	2018/2019
THEORIES, PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS	2013/2014 2018/2019

RESEARCH PROJECTS

In Progress

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

2019 - Present Research on Identifying Social and Economic Issues of the Bumiputras

2018 - Present DEVELOPING A MODULE FOR PRODUCING MULTIMEDIA CONTENT FOR SCIENTIFIC RESEARCH

2018 - Present DEVELOPING A MODULE FOR PRODUCING MULTIMEDIA CONTENT FOR SCIENTIFIC RESEARCH

Unknown - Present DEVELOPING A MODULE FOR PRODUCING MULTIMEDIA CONTENT FOR SCIENTIFIC RESEARCH

Completed

2019 - 2019 Research on Identifying Social and Economic Issues of the Bumiputras

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

2018 - 2018 Kajian Penggunaan Media Massa dan Pilihanraya Umum Ke-14

2018 - 2020 DEVELOPING A MODULE FOR PRODUCING MULTIMEDIA CONTENT FOR SCIENTIFIC RESEARCH

2017 - 2018 The Public Relations Practitioners in Malaysia

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

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

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

2015 - -1 The Perception of the Public towards Government Policies 2015

- 2015 - 2017** Media Usage and Political Behavior: A Study among Youth in Malaysia (2015 Malaysian Election Research)
- 2015 - 2017** Social Mobility and Media in Marang, Terengganu
- 2015 - 2017** Kajian Terhadap Pekerja Industri
- 2014 - 2014** Pilihanraya Kecil (PRK) Dun Kajang 2014
- 2014 - 2015** Research on Perception of the Public Towards Government Policies in Sarawak

PUBLICATIONS

Article

- 2020** [Time to live with the new normal.](#) IIUMToday , 3rd May 2020
- 2020** [PR practitioners' roles in crisis management: Malaysian perspectives.](#) Asia Pacific Public Relations Journal , 22 pp.1-14
- 2020** [Knowledge, attitude on health practices of university students and staffs during the COVID-19 pandemic in Malaysia.](#) The Journal of Society and Media, October 2020, Vol. 4(2) 367-384 , 4 (2) pp.367-384
- 2020** [Conducting a longitudinal study on Malaysian public relations: some issues and challenges.](#) Asia Pacific Public Relations Journal , 22 pp.1-11
- 2020** [Responding to COVID-19 pandemic from Islamic perspective.](#) IIUM emotional psychological support site
- 2019** [Embracing social media: the change and disruption to public relations practices in Malaysia.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 35 (1) pp.319-337
- 2018** [News consumption through SNS platforms:Extended motivational model.](#) Journal of Communication Media Watch , 9 (1) pp.18-36
- 2017** [GE 13: The influence of ethnic newspapers in shaping the opinion of Indian and Chinese voters.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 33 (2) pp.40-54
- 2017** [Content analysis of online news portal:issues and challenges.](#) e-Bangi Journal of Social Sciences and Humanities , Special Issue (2) pp.164-174
- 2016** [Communicating CSR in the digital age: an exploratory study of a CSR award winning company in Malaysia.](#) Journal of Education and Social Sciences , 4 pp.252-257

Conference or Workshop Item

- 2020** [Do differences make a difference? Understanding the dynamics of diversity in university community engagement workgroups.](#) In: **Communication Research Webinar (CORENA) 2020**

- 2020 [Virtual internship during MCO: the challenges ahead.](#) 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 [Managing diversity: enhancing team experience in university community engagement \(UCE\).](#) In: **International Seminar on the Roles of Universities in Responding to Psychosocial Issues in Community (ISRUPIC 2019)**
- 2019 [Conducting a longitudinal study on public relations: some issues and challenges.](#) In: **The 3rd Asia Pacific Public Relations Research and Education Network (APPRREN) International Research Symposium**
- 2015 [Media and politics: a study among youth in Malaysia.](#) In: **2015 Asian Network for Public Opinion Research (ANPOR) Annual Conference**
- 2014 [Perception of issues by factory workers in Malaysia: the role of media.](#) In: **2014 Asian Network for Public Opinion Research (ANPOR) Annual Conference**
- 2013 [Public Relations \(PR\) and Corporate Social Responsibility \(CSR\) in Malaysia: A critical reflection.](#) In: **International History of Public Relations Conference**
- 2013 [Public Relations \(PR\) and Corporate Social Responsibility \(CSR\) in Malaysia: A critical perspective.](#) In: **IIUM Research, Invention and Innovation Exhibition (IRIIE) 2013**
- 2013 [1Malaysia's 'People First, Performance Now': Government public relations in multicultural, multireligious Malaysia.](#) In: **Conference on PR and Strategic Communication in Divided Societies**

**Book
Book Section**

- 2017 [1Malaysia: 'People first, performance now'. a critical perspective on the nation building approach in Malaysia's government public relations..](#) In: **International public relations. perspectives from deeply divided societies** Routledge . ISBN 978-1-138-86013-1 , pp.150-172
- 2017 [1Malaysia: 'People first, performance now'. a critical perspective on the nation building approach in Malaysia's government public relations..](#) In: **International public relations. perspectives from deeply divided societies** Routledge . ISBN 978-1-138-86013-1 , pp.150-172
- 2012 [Moving from secular to Islamic code of journalism ethics.](#) In: **Contemporary issues in Islamic communication** IIUM Press . ISBN 9789674182366 , pp.39-44
- 2009 [Qualities of a good intercultural communicator.](#) In: **Intercultural Communication in Muslim Societies** IIUM Press . ISBN 9789675272196 , pp.51-62
- 2009 [Qualities of a good intercultural communicator.](#) In: **Intercultural Communication in Muslim Societies** IIUM Press . ISBN 9789675272196 , pp.51-62