



## Assoc. Prof. Ts. Dr Mah Boon Yih (马文毅博士/专业技 师/副教授) (Boon Yih Mah, Ph.D., P.Tech., MCE)

Associate Professor at UiTM · Professional Technologist · WeCWI & WeCWIIS Founder · MCE · MIE Master Trainer (2021-2022) · MIE Expert (2021-2023)

**Personal Website:** <https://www.wecwi.com>

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Pulau Pinang, Malaysia

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"To be an *EdNovator*, spark your innovation with a creative mind and empower your teaching with an adaptive learning technology."—  
Boon Yih Mah, Ph.D., P.Tech., MCE

Assoc. Prof. Ts. Dr Mah Boon Yih, a [Professional Technologist](#), [Microsoft Certified Educator](#), Microsoft Educator Trainer (2022-2023), Microsoft Innovative Educator Master Trainer (2021-2022) and [Microsoft Innovative Educator Expert \(2021-2024\)](#), is an Associate Professor at the Academy of Language Studies, UiTM Penang Branch, Malaysia. He holds three degrees: PhD (E-learning), MA (Applied Linguistics), and BAEd (Hons) in ELS. Assoc. Prof. Ts. Dr Mah is included in the Encyclopedia of Successful People in Malaysia (5th Edition), Who's Who in Science and Engineering 2011-2012 and 2016-2017, Who's Who in Asia 2012, 2000 Outstanding Intellectuals of the 21st Century (7th and 9th Editions), Top 100 Educators (2012), Dictionary of International Biography (36th-38th Editions), Who's Who in the World 2013-2015, Top 100 Professionals 2015, Leading Educators of the World 2015, and [50 Fabulous Edutech Leaders 2019](#). In addition, he is also the winner of the [World Education Congress Global Awards 2016: Education Leadership Award \(for Excellence in Education, Leadership and Teaching\)](#), Rector's Special Award 2017, [Award for Excellence in eLearning 2019](#), The Top Best E-learning Award 2020, and [Anugerah Pengajaran \(Kelompok Sains Sosial dan Kemanusiaan\)](#) in UiTM AAU2020.

[Web-based Cognitive Writing Instruction \(WeCWI\)](#) or 网络认知写作教学, is an award-winning hybrid e-framework for instructional design and language development. It is the outcome of Assoc. Prof. Ts. Dr Mah's doctoral thesis after completing his PhD with a scholarship (SLAI) from the Ministry of Higher Education. WeCWI is a hybrid e-framework for developing web-based instruction (WBI), contributing to instructional design and language development. WeCWI divides its contribution to instructional design into macro and micro perspectives. From a macro perspective, being a 21st-century educator is initiated by disseminating knowledge and sharing ideas with in-class and global learners through instructional and technological discoveries. The micro perspective in instructional design draws attention to reading, discussion, and writing through pedagogical and theoretical discoveries. WeCWI's contribution to language development is divided into linguistic and non-linguistic perspectives. WeCWI focuses on literacy and language discoveries from the linguistic perspective, while cognitive and psychological discoveries are the hubs from the non-linguistic perspective. To bring a positive user experience to the learner, WeCWI aims to create an instructional tool with different interface designs while integrating the fundamental theoretical and pedagogical principles to boost language and cognitive development.

WeCWI Integrated Solutions or WeCWIIS, which is also known as 网知写教综合方案 in Chinese, is a web-based consulting startup focussing on providing solution-driven services. It is built upon the foundation of WeCWI. On 1 January 2020, WeCWIIS officially launched its comprehensive website, aptly named WeCWI Integrated Solutions: Design to Innovate, accessible at <https://www.wecwi.com> based on its motto—design thinking to innovate teaching. On 28 July 2023, WeCWIIS was registered as a sole proprietor with the Companies Commission of Malaysia (SSM) following the copyright registration and startup recognition by the Business Innovation and Technology Commercialization Centre (BITCOM), Universiti Teknologi MARA (UiTM). This initiative embodies the principles of technopreneurship, which effectively blends the realms of WeCWI with entrepreneurship, poised to commercialise the innovative research outcomes of Assoc. Prof. Ts. Dr Mah now serves as the founder and CEO of WeCWIIS. WeCWIIS offers diverse services, including consulting services, professional courses, news advertising, membership subscriptions, and scholarly resources. The consulting services encompass skill development, editing, translation and proofreading, research consultations, collaboration and certification opportunities.

## QUALIFICATIONS

25 October 1991  
(1986–1991)

### S.R.J.K. (C) Hu Yew Seah

Primary School Leaving Certificate and Ujian Pencapaian Sekolah Rendah (1991)

- Full-time study

1991–1995

### Chung Ling High School

Penilaian Menengah Rendah (PMR)

- Full-time study

31 December  
1997 (1995–  
1997)

### Chung Ling High School

Diploma (Senior Middle School Science Course) and Sijil Pelajaran Malaysia (SPM)

- Full-time study

31 December  
1999 (1997–  
1999)

### Methodist Boy's School

Malaysia Higher School Certificate (STPM)

- Full-time study

7 August 2003  
(2000–2003)

### Universiti Sains Malaysia (USM)

Bachelor of Arts with Education (Honours) (English Language Studies)

- Full-time study

2 September 2007  
(2004–2007)

### Universiti Utara Malaysia (UUM)

Master of Art (Applied Linguistics)

- Part-time study

25 April 2015  
(2010–2015)

### Universiti Sains Malaysia (USM)

Doctor of Philosophy (PhD) (E-learning)

- Full paid study leave under SLAI scholarship offered by Ministry of Higher Education (Malaysia)

## LANGUAGES

**English** (Full professional proficiency), **Chinese** (Native proficiency), **Malay** (Professional working proficiency), **Cantonese** (Dialect proficiency)

## ENDORSED SKILLS (VIA LINKEDIN)

e-learning, higher education, teaching, research, educational technology, lecturing, ESL, English, instructional design, language teaching, applied linguistics, academic writing, editing, blogging, writing, educational research, academic administration, theory, Teaching English as a Second Language, instructional technology, academia, linguistics, pedagogy, mobile learning and research design

## AFFILIATIONS

November 2003–  
November 2007  
(4 years 1 month)

### Kedah Matriculation College

Lecturer

- Malaysian University English Test (MUET) writing examiner
- Malaysian University English Test (MUET) speaking examiner
- Open University Malaysia (OUM) part-time tutor

December 2007– April 2013 (5 years 5 months)	<b>Universiti Teknologi MARA (UiTM)</b> <b>Lecturer</b> <ul style="list-style-type: none"> <li>• PhD candidate</li> <li>• Lecturer-in-charge for Preparatory Course for MUET (BEL260), Academy of Language Studies, UiTM Penang Branch</li> <li>• Language Laboratory Manager, Academy of Language Studies, UiTM Penang Branch</li> <li>• Open University Malaysia (OUM) part-time tutor (with teaching permit)</li> </ul>
April 2013– present	<b>Universiti Teknologi MARA (UiTM)</b> <b>Senior lecturer</b> <ul style="list-style-type: none"> <li>• PhD holder</li> <li>• WeCWI founder and WeCWI Integrated Solutions consultant</li> <li>• Lecturer-in-charge for English for Report Writing (BEL420), Academy of Language Studies, UiTM Penang Branch</li> <li>• Lecturer-in-charge for English for Academic Writing (ELC550), Academy of Language Studies, UiTM Penang Branch</li> <li>• Publication Unit Coordinator, Research, Industrial Linkages, Community and Alumni Network Division, UiTM Penang Branch</li> <li>• Head of Consultation Unit, Academy of Language Studies, UiTM Penang Branch</li> <li>• Head of Innovation Unit, Academy of Language Studies, UiTM Penang Branch</li> <li>• Head of Innovative and Creative Group, Academy of Language Studies, UiTM Penang Branch</li> <li>• Head of Special Interest Group (SIG), Academy of Language Studies, UiTM Penang Branch</li> <li>• Open University Malaysia (OUM) part-time tutor (with teaching permit)</li> </ul>
	<b>MEMBERSHIPS</b>
6 September 2022-present	<b>Majlis Profesor Negara</b> <b>Ahli Bersekutu Majlis Profesor Negara</b> <ul style="list-style-type: none"> <li>• No. Keahlian: MPN12485</li> </ul>
11 August 2022– present	<b>Malaysia Board of Technologists (MBOT)</b> <b>Professional Technologists</b> <ul style="list-style-type: none"> <li>• No. Perakuan: PT22080436</li> </ul>
September 2008– present	<b>Malaysian English Language Teaching Association (MELTA)</b> <b>Life member</b> <ul style="list-style-type: none"> <li>• Membership ID: LM 574</li> </ul>
2018-present	<b>International Economics Development Research Center (IEDRC)</b> <b>Senior member</b> <ul style="list-style-type: none"> <li>• Membership ID: 30080477</li> </ul>
2018-present	<b>Asia Society of Researcher (ASR)</b> <b>Senior member</b> <ul style="list-style-type: none"> <li>• Membership ID: R218020201</li> </ul>
February 2004– present	<b>National Union of the Teaching Profession (NUTP)</b> <b>Ordinary member</b> <ul style="list-style-type: none"> <li>• Membership ID: 02-00166846</li> </ul>
April 2015– present	<b>Persatuan Alumni Universiti Sains Malaysia (AUSM)</b> <b>Life member</b> <ul style="list-style-type: none"> <li>• Membership ID: 15731-15</li> </ul>

## LECTURES

2007–present

### Diploma Courses

#### Area: Applied Linguistics

- Consolidating Language Skills
- Preparatory Course for College English
- Integrated Language Skills: Listening
- Integrated Language Skills: Writing
- English for Academic Purposes
- English for Occupational Purposes

2007–present

### Degree Courses

#### Area: Applied Linguistics

- English for Academic Reading
- English for Academic Writing
- English for Critical Academic Reading
- English for Oral Presentations
- English for Report Writing
- English for Oral Communication
- English for Written Communication
- English for Workplace Communication
- English for Science and Technical Purposes

2018–present

### Postgraduate Diploma Course

#### Area: Teaching Methods

- Instructional Technologies

2018–present

### Master Course

#### Area: Modern Educational Technology

- Instructional Technology

## EXPERTISES

2 September 2021

### Microsoft Innovative Educator Expert 2022-2023

<https://www.credly.com/users/mahboonyih/badges>

7 September 2021

### Microsoft Innovative Educator Expert 2021-2022

<https://www.credly.com/users/mahboonyih/badges>

14 October 2021

### Microsoft Innovative Educator Master Trainer 2021-2022

<https://bit.ly/MIEExpert2021-2022>

7 June 2022

### MCE: Microsoft Certified Educator

<https://www.credly.com/users/mahboonyih/badges>

September 2021

### Main Supervisor (Doctorate)

- Title: The Impact of Web-based English Reading Instruction as a Supplementary Instructional Platform in Colleges of China
- Candidate: Zhang Jingyu
- Programme: Doctor of Philosophy (Applied Language Studies), Universiti Teknologi MARA (UiTM), Malaysia

September 2021

### Main Supervisor (Doctorate)

- Title: The Impact of Web-based Instructional Tool on CET-4 Writing Performance among EFL Learners in China

- **Candidate:** Wang Jing
- **Programme:** Doctor of Philosophy (Applied Language Studies), Universiti Teknologi MARA (UiTM), Malaysia

March 2022

### Main Supervisor (Doctorate)

- **Title:** Research on English Proficiency Improvement Based on the Optimal Design of Smart Classroom Teaching Mode in China's Universities
- **Candidate:** Chen Ye
- **Programme:** Doctor of Philosophy (Applied Language Studies), Universiti Teknologi MARA (UiTM), Malaysia

September 2022

### Main Supervisor (Doctorate)

- **Title:** Academic Advisors' Competencies Enhancement in E-portfolio Application with Undergraduates in the New Normal
- **Candidate:** Farhana Binti Haji Shukor
- **Programme:** Doctor of Philosophy (Applied Language Studies), Universiti Teknologi MARA (UiTM), Malaysia

June 2015

### Co-supervisor (Doctorate)

- **Title:** The Effects of Web-Based Instruction (WBI) on the Speaking Performance and Critical Thinking Level of the English Exit Test (EET) Candidates
- **Candidate:** Suzana Ab. Rahim
- **Programme:** Doctor of Philosophy (Applied Language Studies), Universiti Teknologi MARA (UiTM), Malaysia

January 2021

### Main Supervisor (Master)

- **Title:** Effect on Pre-university Students' Writing Performance through Blogging based on WeCWI Framework
- **Candidate:** Cheah Hwei Chiet
- **Programme:** Master of Education (MEd), Open University Malaysia (OUM), Malaysia

January 2022

### Main Supervisor (Master)

- **Title:** The Challenges of Teaching Disabled Students During the COVID-19 Pandemic Among Teachers: A Case Study of a Special Education Centre in Penang
- **Candidate:** Ma Yan Ning
- **Programme:** Master of Education (MEd), Open University Malaysia (OUM), Malaysia

4 December 2014

### Keynote speaker (international conference)

- **Event:** ICELD 2014: XI International Conference on Education, Learning and Development
- **Title:** Web-Based Cognitive Writing Instruction (WeCWI): A Hybrid e-Framework for Instructional Design
- **Venue:** Hotel Jen Penang, Penang, Malaysia

12 February 2015

### Keynote speaker (international conference)

- **Event:** ICLLT 2015: XII International Conference on Language and Linguistics Teaching
- **Title:** Web-Based Cognitive Writing Instruction (WeCWI): A Theoretical-and-Pedagogical e-Framework for Language Development
- **Venue:** Pacific Regency Hotel Suites, Kuala Lumpur, Malaysia

29 October 2016

### Keynote speaker (international conference)

- **Event:** 6th International Conference on Language, Education and Innovation (ICLEI)
- **Title:** From SIL to WeCWI: Overcoming L2 Learners' Barriers to Writing through Web-Based Instruction
- **Venue:** Royal Plaza on Scotts Hotel, Singapore

1 December 2016

### Keynote speaker (international conference)

- **Event:** ICELD 2016: International Conference on Education, Learning and Development
- **Title:** WeCWI Integrated Formula: Empowering Teachers through Adaptive Learning Technology
- **Venue:** Bayview Hotel Georgetown, Penang, Malaysia

10 December  
2016

### Keynote speaker (international conference)

- **Event:** 6th International Conference on Language, Literature, Culture and Education (ICLLCE)

- **Title:** WeCWI: Integrating Language Acquisition and Composition Studies towards Literacy Development
- **Venue:** Liberty Central Saigon Citypoint Hotel, Ho Chi Minh, Vietnam

18 December  
2021

### Keynote speaker (international conference)

- **Event:** 1st International Conference on Management, Health, Education and Technology (BICOMHET 2021) conference
- **Title:** WeCWI-Enabled Widgetised and Non-Widgetised Blogs: The Impact on Writing Performance
- **Venue:** Sekolah Tinggi Ilmu Keperawatan Muhammadiyah Pontianak

6 August 2022

### Keynote speaker (international conference)

<https://icsai.org/icllce19/keynote-speaker>

- **Event:** 19th International Conference on Language, Literature, Culture & Education 2022 (19th ICLLCE 2022)
- **Title:** WeCWI-Enhanced 21CLD: Transform Learning into Enriched Pedagogical Experience
- **Venue:** DoubleTree by Hilton Hotel Kuala Lumpur

29 October 2015

### Panelist (international exposition)

- OIC Higher Education Fair 2015
- Postgraduate Training in Innovation & Entrepreneurship Exploration (TIE2)

2015–present

### Speaker (international expositions)

- The Digital Education Show Asia 2015
  - *The Rise of the Web-Based Cognitive Instructor*
- The 7th Higher Education Summit 2015
  - *The Rise of the Web-based Cognitive Language Instructor*
- OIC Higher Education Fair 2015
  - *E-learning Empowerment through WeCWI Integrated Solutions Based on Technology-based Tools in Pursuit of Global Workforce Development*
- The Digital Education Show Asia 2016
  - *WeCWI: Redefine WBI as an LMS's Alternative for Higher Education*
- OIC Higher Education Conference 2016
  - *Becoming 21st Century Teacher: Transitions of a Teacher's Role in a Classroom*
  - *Sustaining Educators Competencies: Delivery of 21st Century Skills*

2018–present

### Speaker (international seminars/webinars)

- WeCWI Integrated Solutions' workshop (网络认知写作教学综合方案作坊), North Minzu University (北方民族大学), Yinchuan, Ningxia, China
  - *网络认知写作教学综合方案作坊: 《研究报告: X因素》*
- Joint Seminar: Universitas Tanjungpura and Universiti Teknologi MARA Pulau Pinang, Universitas Tanjungpura, Pontianak, Indonesia
  - *WeCWI Enterprises: Be an Instructional Technologist*
- InfoComm SEA GoVIRTUAL Technology Spotlight Series: Technology Advancement in Education 2020
  - *Educator's Roles in Responding to COVID-19: The WeCWI's Perspective*
- International Webinar on Effective Language Learning and Teaching through Interactive Web-Based Technologies 2021
  - *WeCWI and the Science of Instruction: The Latest and Most Comprehensive Reference*
- IEEE 2022 2nd International Conference on Educational Technology (ICET 2022)
  - *WeCWI and the Science of Web-based Instruction for 21CLD Enhancement*
- 6th International Conference on E-Society, E-Education and E-Technology (ICSET 2022)
  - *WeCWI-Enhanced 21CLD: The Manual of Tech Tools for 21st Century Learning Design*
- 13th International Conference on Distance Learning and Education (ICDLE 2022)
- 6th International Conference on Education and E-Learning (ICEEL 2022)

2016–present

### Speaker (national seminars/webinars)

- WeCWI Seminar, Civil Engineering Faculty, Universiti Teknologi MARA, Penang Branch
  - *WeCWI Enterprise: Write It Right*
- EdTech Seminar 2016, Universiti Teknologi MARA, Penang Branch
  - *WeCWI: The Instructional and Technological Discoveries*

- International English Language Expertise Partnership: A Malaysian-Indonesian Joint Venture, Universiti Teknologi MARA, Penang Branch
  - *Innovate Teaching towards Personalised Learning via WBI: An Alternative of LMS Using Web 2.0*
- Northern Zone Research Conference in English Language Education (NORCELE) Seminar, Institute of Teacher Education, Tuanku Bainun Campus, Penang
  - *WeCWI Integrated Solutions' Workshop: Research Report: X Factor*
- Research Seminar Series-August 2019
  - *The X Factors in Reporting Research*
- Postgraduate Webinar September 2021 Admission
  - *Writing a Postgraduate Research Report: The X-Factor*
- Collaborative Group (CG) Open and Distance Learning (ODL) Webinar Series: Embracing ODL 4.0
  - *WeCWI-enabled Instructional Tools: Crafting 21CLD with Microsoft Technologies*
- WeCWIIS-DSG Webinar 2022: Expert Talk
  - *Doctorate: The Exciting Journey to Pursuing Excellence*

2008–present

### Speaker (national workshops)

- Oral Communication Workshop, Universiti Teknologi MARA, Penang Branch
- Tell Me More Software Workshop 2009, Universiti Teknologi MARA, Penang Branch
- Writing Resume and Job Application, Pre-executive 1 Programme, Universiti Teknologi MARA, Penang Branch
- Mobile Curriculum Vitae, Programme Finishing School, Universiti Teknologi MARA, Penang Branch
- WeCWI Training Series: Instructional Design (macro), Universiti Teknologi MARA, Penang Branch
- Generating Innovative Educational Research Postgraduate Colloquium, School of Educational Studies, Universiti Sains Malaysia
- Academic English Language Course Briefing and Sharing Session 1/2019
- MIE Expert Malaysia's October Community Call (Cohort 2021-2022), Microsoft Malaysia
- Perkongsian Amalan Terbaik-Penulisan Artikel dalam Bidang Sains Sosial
- Program APB Online Workshop Series: English for University Professionals
- Program Sesi Perkongsian Ilmu APB & Webitors 2021

February 2015–present

### Scientific committee and editorial review board member (international)

- International Scientific Committee and Editorial Review Board on Pedagogical and Educational Science (WASET)
- Interdisciplinary Circle of Science, Arts and Innovation (ICSAI)

2015-present

### Editorial board member (international)

- International Journal Series in Multidisciplinary Research (IJSMR)

2018

### Chief editor (report)

- Laporan Tahunan UiTM Cawangan Pulau Pinang 2016

2010

### Editor (book)

- Writing in the ESL Classroom

2018-present

### Reviewer (book)

- English for You (Oxford Fajar Sdn. Bhd.)
- Textbook on English for Effective Communication (Oxford Fajar Sdn. Bhd.)
- Exploring Non-Native Chinese Speakers in Malaysia: Perspectives and Challenges (Department of Publications, University of Malaya)

2008–present

### Editor (journals)

- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 4, Number 1
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 5, Number 1
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 6, Number 2
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 11, Special Issue 2
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 13, June 2017
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 13, December 2017
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 14, June 2018
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 14, December 2018



- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 15, June 2019
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 16, June 2020
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 16, December 2020
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 17, March 2021
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 17, August 2021
- ESTEEM Academic Journal UiTM Pulau Pinang, Volume 17, March 2021
- ESTEEM Journal of Social Sciences and Humanities, Volume 2, November 2018

2014–present

### Reviewer (international journals/book)

- International Journal of Literature, Language and Linguistics (Premier Publishers)
- Journal of Creative Practices in Language Learning and Teaching, Volume 3, Number 1, 2015 (UiTM Cawangan Kedah)
- Journal of Creative Practices in Language Learning and Teaching, Volume 5, Number 2, 2017 (UiTM Cawangan Kedah)
- International Journal of Mobile Learning and Organisation, Volume 9, Issue 3 (Inderscience Publishers)
- International Journal of Mobile Learning and Organisation, Volume 11 (Inderscience Publishers)
- BMJ Innovations, April 2018 (BMJ Publishing Group Ltd.)
- International Journal of Modern Languages and Applied Linguistics, 2018-2021 (Academy of Language Studies, UiTM Shah Alam)
- ESTEEM Journal of Social Sciences and Humanities, Volume 5, Number 1, 2021 (UiTM Cawangan Pulau Pinang)
- Journal of English Language Teaching Innovations and Materials (Language Center of Universitas Tanjungpura)
- Nova Science Publishers, Inc.

2015–present

### Reviewer (national journals)

- Issues in Language Studies (Faculty of Language and Communication, Universiti Malaysia Sarawak)

2009–present

### Reviewer (international conference proceedings)

- 13th IBIMA Conference, Marrakech, Morocco
- 14th IBIMA Conference, Istanbul, Turkey (excellent constructive review)
- CSSR 2010, Kuala Lumpur, Malaysia
- ICMLC 2011, Singapore
- SHUSER 2011, Kuala Lumpur, Malaysia
- ICBEIA 2011, Kuala Lumpur, Malaysia
- ICMET 2011, Dalian, China
- 21th IBIMA Conference, Vienna, Austria (excellent constructive review)
- ISBEIA 2014, Kota Kinabalu, Malaysia
- IPCSSH 2015, Langkawi, Malaysia
- TECHON 2018, Miri Sarawak
- ICDEL 2018, Beijing, China
- CALL-EJ Special Issue of GLoCALL 2018
- ICEMT 2019, Nagoya, Japan
- InnoSTRE 2020, Kuching, Sarawak, Malaysia
- ICLT 2021, Macau, China
- ICTEM 2021, Wuhan, China

2015–present

### Judge/Juror (international)

- Penang Invention, Innovation and Design 2015 (PIID 2015), UiTM Penang Branch, Permatang Pauh Campus
- 2018 Asia Innovation Show, Paragon Mall, Penang
- Penang International Invention, Innovation and Research Design 2019 (PIID 2019), Universiti Teknologi MARA (UiTM) Penang Branch
- International Student Affairs Invention, Innovation and Design Competition (I-SAIID) 2019, Universiti Teknologi MARA (UiTM) Kedah Branch
- Virtual Melaka International Intellectual Exposition (V-MIIE) 2021, Universiti Teknologi MARA (UiTM) Melaka Branch
- International Exhibition & Symposium on Productivity, Innovation, Knowledge, Education & Design (i-SPIKE 2021)



2018-present	<b>Judge/Juror (national)</b> <ul style="list-style-type: none"> <li>Northern Zone Research Conference in English Language Education (NORCELE) 2018, Institute of Teacher Education, Tuanku Bainun Campus, Penang</li> <li>Language Invention, Innovation and Design (LIID 2018), Concorde Hotel Shah Alam, Malaysia</li> <li>Entrepreneurship Educators (EE)-Product Idea Innovation Showcase UiTM Penang Branch</li> <li>The 2nd National Zone Research Conference in English Language Education (NRCELE) 2019, Institute of Teacher Education, Tuanku Bainun Campus, Penang</li> <li>3-Minutes Thesis Competition (3MT 2019), Universiti Teknologi MARA (UiTM) Penang Branch</li> <li>International Workshop, Seminar and Innovation 2019 (IWSI 2019)</li> <li>Best MOOC UiTM Penang Branch 2020</li> <li>4th Language Invention, Innovation &amp; Design Exposition (LIID)</li> </ul>
2019-present	<b>Advisory board/council member (international and national)</b> <ul style="list-style-type: none"> <li>Oxford Advisory Board (Oxford Fajar Sdn. Bhd.)</li> <li>World Education Congress 2020, Taj Lands End, Mumbai, India</li> <li>ESTEEM Academic Journal UiTM Pulau Pinang, Volume 13, Special Issue, August 2017</li> </ul>
2019-present	<b>Policy maker (MOU/MOA)</b> <ul style="list-style-type: none"> <li>Committee of Memorandum of Understanding (MOU) between Universiti Teknologi MARA and Beifang Minzu University, China</li> <li>Committee of Memorandum of Understanding (MOU) between Universiti Teknologi MARA and Sekolah Tinggi Ilmu Kejururawatan (STIK) Muhammadiyah Pontianak</li> </ul>
2022-present	<b>Examiner (Defence of Research Proposal)</b> <ul style="list-style-type: none"> <li><b>Candidate:</b> Zhao Xu <ul style="list-style-type: none"> <li><b>Programme:</b> Doctor of Philosophy (Applied Language Studies), Universiti Teknologi MARA (UiTM), Malaysia</li> </ul> </li> </ul>
2020-present	<b>Vetter (test papers)</b> <ul style="list-style-type: none"> <li>Soalan Peperiksaan Akhir Diploma dan Ijazah Semester Mac-Julai 2020 Pusat Pengajian Kejuruteraan Elektrik, UiTM Cawangan Pulau Pinang</li> </ul>
2021-present	<b>Assessor (grants)</b> <ul style="list-style-type: none"> <li>Permohonan Geran Inisiatif Akademi Pengajian Bahasa (GIA) Fasa 2 Tahun 2021</li> <li>Penilaian Dalaman Permohonan Kertas Cadangan (Proposal) Geran FRGS 1/2022 Peringkat Kampus</li> <li>IPT Evaluation Panel (MyGRANTS), Universiti Tunku Abdul Rahman</li> </ul>
2020-present	<b>Facilitator</b> <ul style="list-style-type: none"> <li>Jurulatih Sesi Perkongsian Elearning Task Force</li> </ul>
<b>HONOURS, ACCOLADES &amp; AWARDS</b>	
2011-2019	<b>Marquis Who's Who's recognitions (international)</b> <b>Marquis Who's Who, USA</b> <ul style="list-style-type: none"> <li>Who's Who in Science and Engineering 2011-2012 (11th Edition)</li> <li>Who's Who in Asia 2012 (2nd Edition)</li> <li>Who's Who in the World 2013-2015 (30th, 31st, and 32nd Editions)</li> <li>Who's Who in Science and Engineering 2016-2017 (12th Edition)</li> <li>Who's Who in the World 2019</li> </ul>
2012-2015	<b>International Biographical Centre's recognitions (international)</b> <b>International Biographical Centre (IBC), Cambridge, England</b> <ul style="list-style-type: none"> <li>2000 Outstanding Intellectuals of the 21st Century 2012</li> <li>Top 100 Educators 2012</li> <li>Dictionary of International Biography (36th Edition)</li> <li>Dictionary of International Biography (37th Edition)</li> </ul>

- Dictionary of International Biography (38th Edition)
- 2000 Outstanding Intellectuals of the 21st Century (9th Edition)
- Top 100 Professionals 2015
- Leading Educators of the World 2015
- The Cambridge Certificate for Outstanding Professional Achievement 2015
- The Cambridge Certificate for Outstanding Educational Achievement 2015

29 June 2012

### **ESL Blog Award Finalist 2012 (international)**

**eCollegeFinder and Language Magazine**

- Mah Boon Yih's Blog (2.0)–<http://mahboonyih.blogspot.com>

12–14 January  
2010

### **Gold Award (Category: Innovation) (national)**

**7th IID 2010 (Invention, Innovation and Design), Research Management Institute (RMI), Universiti Teknologi MARA (UiTM)**

- Project: Establishing an Individual Web-based Teaching Tool (IWWT) using Blogger.com

14–16 May 2010

### **ITEX Silver Award (Category: Educational items) (international)**

**21st ITEX 2010 (International Invention, Innovation and Technology Exhibition), Malaysian Invention and Design Society (MINDS)**

- Project: Boon Yih's Blog–the Gadget of Master Your Brain with Web 2.0 English Learning System (myb2.0 ELS)

28–29 July 2010

### **Silver Award (Category C) (national)**

**1st Innovation, Invention and Design (IID Kedah), UiTM Cawangan Kedah**

- Project: Hanyu-Pinyin WBI–an Online Mandarin Learning Instruction for Non-native Mandarin Learners

12–14 October  
2010

### **Gold Award (Category: Invention) (national)**

**IID 2010 SE (Invention, Innovation and Design Special Edition), Research Management Institute (RMI), Universiti Teknologi MARA (UiTM)**

- Project: Guru Hanyu Pinyin–an Online Romanised Mandarin Pronunciation Learning Instruction for Non-native Learners

27–28 May 2014

### **Innovation Launchpad's "Rocketeer" (international)**

**Terrapinn Holdings Limited**

- The Digital Education Show Asia 2014
- Project: Web-based Cognitive Writing Instruction (WeCWI): A Multidisciplinary e-Framework for Language, Literacy, Cognitive, and Psychological Developments)

3–4 December  
2014

### **Silver Award (Category: Innovation) (national)**

**Penang Invention, Innovation and Design 2014 (PIID 2014), Research Management Unit (RMI), Universiti Teknologi MARA (Penang)**

- Project: Web-based Cognitive Writing Instruction (WeCWI): A Theoretical-and-Pedagogical e-Framework for Language Development through Technology

27–30 April 2015

### **Silver Award (Category: Innovation) (national)**

**Invention, Innovation and Design Exposition 2015 (iindex 2015), Research Innovation Business Unit (RIBU), Universiti Teknologi MARA (UiTM)**

- Project: WeCWI: Rising to the Instructional, Technological, Pedagogical, and Theoretical Discoveries of Becoming a Web-Based Instructor

4–6 December  
2015

### **Gold Award (Open Category) (international)**

**The International Conference and Exposition on Inventions by Institutions of Higher Learning 2015 (PECIPTA 2015), MOE and UPSI**

- Project: Towards Critical and Eloquent Achievers: E-learning Empowerment through WeCWI Integrated Solutions

12-14 May 2016	<b>Silver Award (Universities/Educational Institutions) (international)</b> The 27th International Invention and Innovation Exhibition (ITEX), Malaysian Invention and Design Society (MINDS) <ul style="list-style-type: none"> <li>Project: Innovate Teaching toward Personalised Learning through WeCWI Integrated Solutions</li> </ul>
23-24 July 2016	<b>Education Leadership Award (for Excellence in Education, Leadership and Teaching) (international)</b> Chartered Institute of Management Accountants (CIMA) <ul style="list-style-type: none"> <li>World Education Congress Global Awards, 5th World Education Congress 2016</li> </ul>
19 October 2017	<b>EduTECH Asia Awards: Tertiary Educator of the Year (international)</b> Terrapinn Holdings Ltd. <ul style="list-style-type: none"> <li>Nominee</li> </ul>
2012 and 2017	<b>Service Excellence Awards (university)</b> Universiti Teknologi MARA (UiTM) <ul style="list-style-type: none"> <li>2011 Service Excellence Award</li> <li>2016 Service Excellence Award</li> </ul>
8 December 2017	<b>Rector's Special Award (university)</b> UiTM Penang Branch
25 June 2019	<b>Gold Award (national)</b> International Workshop, Seminar and Innovation (IWSI) 2019: A Malaysian-Indonesian Joint Venture <ul style="list-style-type: none"> <li>Project: Towards Critical and Eloquent Achievers: E-learning Empowerment through WeCWI Integrated Solutions</li> </ul>
4 July 2019	<b>Award for Excellence in eLearning (international)</b> World Education Congress <ul style="list-style-type: none"> <li>Global LearnTech Awards, 8th World Education Congress 2019</li> </ul>
4 July 2019	<b>50 Fabulous Edutech Leaders (international)</b> World Education Congress <ul style="list-style-type: none"> <li>Global LearnTech Awards, 8th World Education Congress 2019</li> </ul>
2009–present	<b>Publication Awards (university)</b> University Publication Unit (UPENA), Universiti Teknologi MARA, Penang Branch <ul style="list-style-type: none"> <li>Silver Publication Award (2008)</li> <li>Platinum Publication Award (2009)</li> <li>Silver Publication Award (2010)</li> <li>Platinum Publication Award (2011)</li> <li>Silver Publication Award (2012)</li> <li>Silver Publication Award (2013)</li> <li>Silver Publication Award (2014)</li> <li>Gold Award (Prestigious Publication Category) (2015)</li> <li>Silver Publication Award (2016)</li> <li>Gold Publication Award (2017)</li> <li>Silver Publication Award (2018)</li> </ul>
2015-present	<b>Innovation Awards (university)</b> UiTM Penang Branch <ul style="list-style-type: none"> <li>Bronze Innovation Award (2014)</li> <li>Bronze Award (Innovation Category) (2015)</li> <li>Bronze Innovation Award (2016)</li> </ul>

2017-present	<b>Consultation Awards (university)</b> <b>UiTM Penang Branch</b> <ul style="list-style-type: none"> <li>Silver Consultation Award (2016)</li> </ul>
18 Disember 2019	<b>Anugerah Akademik (Penyampaian Fleksibel) (university)</b> <b>UiTM Penang Branch</b> <ul style="list-style-type: none"> <li>Majlis Kemuncak Bulan Inovasi dan Apresiasi Staf Tahun 2019 UiTM Cawangan Pulau Pinang</li> </ul>
18 April 2020	<b>Silver Award (Category A1: Professional Social Sciences) (national)</b> <b>International Invention and Innovative Competition (InIIC Series 1/2020)</b> <ul style="list-style-type: none"> <li>Project: UiTM WESLLAP: Advocating ESL Learners' Autonomy towards Next Gen Learning in Education 5.0@UiTM</li> </ul>
18 April 2020	<b>Silver Award (Category A1: Professional Social Sciences) (national)</b> <b>International Invention and Innovative Competition (InIIC Series 1/2020)</b> <ul style="list-style-type: none"> <li>Project: LINK-IT: Mastering English Linkers through Game-Based Learning Approach</li> </ul>
16 July 2021	<b>Anugerah E-pembelajaran Terbaik (Pertama) (university)</b> <b>Student Affairs Division, UiTM Cawangan Pulau Pinang</b> <ul style="list-style-type: none"> <li>Academic Award &amp; HEA Engagement Day 2021</li> </ul>
27 August 2021	<b>Anugerah Pengajaran (Kelompok Sains Sosial dan Kemanusiaan) (university)</b> <b>Universiti Teknologi MARA (UiTM)</b> <ul style="list-style-type: none"> <li>Anugerah Akademik Universiti (AAU2020) during Konferensi Akademik UiTM 2021</li> </ul>
30 August 2021	<b>GOLD Award (national)</b> <b>International E-Content Development Competition 2021 (e-ConDev 2021) (Educator Category)</b> <ul style="list-style-type: none"> <li>Project: Self-Assessed Online Listening Tests (SAOLT): Learn and Practise Listening Skills Independently</li> </ul>
15 September 2021	<b>Bronze Award (national)</b> <b>4th Language Invention, Innovation &amp; Design (LIID)</b> <ul style="list-style-type: none"> <li>Project: Working Smart with MyATP</li> </ul>
<b>PUBLICATIONS</b>	
29 December 2006	<b>Can adults acquire a second language successfully?</b> <b>OUM Tutor Connexions</b> <ul style="list-style-type: none"> <li>Main author</li> <li>Newsletter article</li> </ul>
12 April 2008	<b>Group Autonomy and Peer Assessment in Conducting Reading Comprehension Activity Using Newspapers</b> <b>The 3rd CLS International Conference</b> <ul style="list-style-type: none"> <li>Co-author</li> <li>Proceeding paper</li> </ul>
12 December 2008	<b>Bringing Blogs into ESL Writing Classroom</b> <b>The 2nd International Conference on Science and Technology: Applications in Industry and Education</b> <ul style="list-style-type: none"> <li>Main author</li> <li>Proceeding paper</li> </ul>

14 March 2009	<b>Measuring Students' Perception of Writing Web Logs in ESL Classroom Employing the Technology Acceptance Model</b> Conference on Scientific and Social Research 2008 and 2009 <ul style="list-style-type: none"> <li>• Main author</li> <li>• Proceeding paper</li> </ul>
17 April 2009	<b>*An Investigation on Students' Acceptance of Writing Web Logs: A Test of Technology Acceptance Model</b> 2009 International Conference on Education Technology and Computer <ul style="list-style-type: none"> <li>• Main author</li> <li>• Proceeding paper</li> <li>• <a href="#">*Scopus-indexed</a></li> </ul>
27 May 2009	<b>GAT-a Teaching Module of Restructuring Basic Mandarin Sentences to UiTM Malay Students</b> International Conference on Languages 2009 <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> </ul>
1 June 2009	<b>Writing Web Logs in the ESL Classroom: A Study of Student Perceptions and the Technology Acceptance Model</b> Asian Journal of University Education, Volume 5, Issue 1 <ul style="list-style-type: none"> <li>• Main author</li> <li>• Journal article</li> </ul>
1 December 2009	<b>Expanding ESL Classroom Horizons with Weblogs: Educators' Perspective</b> The 2nd International Conference on e-Learning <ul style="list-style-type: none"> <li>• Main author</li> <li>• Proceeding paper</li> </ul>
1 December 2009	<b>The Manifestation of Native Language Transfer in ESL Learning</b> ESTEEM Academic Journal UiTM Pulau Pinang, Volume 5 <ul style="list-style-type: none"> <li>• Main author</li> <li>• Journal article</li> </ul>
24 February 2010	<b>Learning Style Preferences of English Language Learners among UiTM Penang Diploma Students</b> International Conference on Arts, Social Sciences and Technology 2010 <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> </ul>
1 June 2010	<b>Preference of Learning Style among the Diploma Students of UiTM Penang: An Overview</b> Social and Management Research Journal, Volume 7 <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> </ul>
1 June 2010	<b>The Impact of Chinese ESL Learner Interlanguage on Writing: A Syntactical Analysis</b> International Conference on Linguistic, Literature and Culture 2010 <ul style="list-style-type: none"> <li>• Main author</li> <li>• Proceeding paper</li> </ul>

25 June 2010	<p><b>*The Process of Designing and Developing a Romanised Mandarin Web-Based Instruction on ISD Methodology for Non-Native Learners in Malaysia</b></p> <p>2010 International Conference on Educational and Network Technology</p> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> <li>• <a href="#">*Scopus-indexed</a></li> </ul>
1 January 2011	<p><b>Are You Ready to Blog?</b></p> <p>Technology in ESL Classrooms</p> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Book chapter</li> </ul>
22 June 2011	<p><b>Part Time Students, Part Time Assessors. How Reliable Are Students to Fit Two Roles in Reading Comprehension Activity?</b></p> <p>ASEAN Conference on Scientific and Social Research 2011</p> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> </ul>
29 June 2011	<p><b>*A Cross-Discipline Survey on University Students' Acceptance of Mobile Curriculum Vitae Developed Using Weblog</b></p> <p>The 16th International Business Information Management Association (IBIMA) Conference (Innovation and Knowledge Management: A Global Competitive Advantage)</p> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Proceeding paper</li> <li>• <a href="#">*Scopus-indexed</a></li> </ul>
1 December 2011	<p><b>Semantic Mapping: A Visual and Structured Pre-Writing Strategy in the Process of Essay Writing</b></p> <p>ESTEEM Academic Journal UiTM Pulau Pinang, Volume 7, Issue 2</p> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Journal article</li> </ul>
1 December 2011	<p><b>Group-Arrange-Touch-up (GAT): A Method of Teaching Non-Native Mandarin Speakers in Restructuring Elementary Mandarin Sentence</b></p> <p>ESTEEM Academic Journal UiTM Pulau Pinang, Volume 7, Issue 2</p> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> </ul>
31 December 2011	<p><b>Developing a Mobile Curriculum Vitae Using Weblog: A Cross-Disciplinary Survey on University Students' Perception Based on Technology Acceptance Model</b></p> <p>Journal of Southeast Asian Research, Volume 2011</p> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Journal article</li> </ul>
1 January 2012	<p><b>Publishing Curriculum Vitae Using Weblog: An Investigation on Its Usefulness, Ease of Use, and Behavioral Intention to Use</b></p> <p>International Journal of Social and Human Sciences, Volume 6, Issue 2012</p> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> </ul>
7 September 2012	<p><b>The Challenges of L2 Writing for Tertiary Students: A Review on Learner, Instructor, and System Perspectives</b></p> <p>National Conference on Postgraduate Research 2012</p>

- Main author
- Proceeding paper

1 December 2012

## **Enhancing Student-Centered Learning through Usage of Television Commercials via Wiki**

**Procedia-Social and Behavioral Sciences, Volume 67, Issue 2012**

- Co-author
- Journal article

25 April 2013

## **L2 Writing Challenges for the Undergraduates: A Performance Analysis and a Literature Review on SIL Domains**

**The Asian Conference on Language Learning 2013**

- Main author
- Proceeding paper

25 April 2013

## **Framework for the Management of Multimedia Tools for Teaching and Learning of Spanish Language**

**The Asian Conference on Technology in the Classroom Conference 2013**

- Co-author
- Proceeding paper

25 April 2013

## **Errors Analysis in Hanyu Pinyin Pronunciation among the Undergraduates from Universiti Sains Malaysia (USM), Engineering Campus**

**The Asian Conference on Language Learning 2013**

- Co-author
- Proceeding paper

31 December  
2013

## **Enhancing ESL Learners' Creative and Critical Thinking through Blogging Pedagogies for Creative and Critical Thinking in ELT**

- Main author
- Book chapter

4 December 2014

## **Web-Based Cognitive Writing Instruction (WeCWI): A Hybrid e-Framework for Instructional Design**

**International Journal of Social, Education, Economics and Management Engineering, Volume 8, Issue 12**

- Main author
- Journal article

1 January 2015

## **Web-Based Cognitive Writing Instruction (WeCWI): A Theoretical-and-Pedagogical e-Framework for Language Development**

**International Journal of Social, Education, Economics and Management Engineering, Volume 9, Issue 2**

- Main author
- Journal article

20 November  
2015

## **Poor Writing Skill among UiTM Students: A Qualitative Systematic Review of Literature on SIL's Learner Domain**

**UPALS Language Colloquium 2015**

- Main author
- Proceeding paper

30 September  
2016

## **Factors Affecting Mandarin Pronunciation among Engineering Undergraduates in Universiti Sains Malaysia: A Perspective View**

**UPALS Language Colloquium 2016**

- Co-author



- Proceeding paper

30 September  
2016

## **A Critical Review on the Course Selection for Web-Based Instruction (WBI) Integration UPALS Language Colloquium 2016**

- Main author
- Proceeding paper

29 October 2016

## **From SIL to WeCWI: Overcoming L2 Learners' Barriers to Writing through Web-Based Instruction**

**The 6th International Conference on Language, Education and Innovation**

- Main author
- Proceeding paper

1 December 2016

## **WeCWI Integrated Formula: Empowering Teachers through Adaptive Learning Technology**

**ICELD 2016: International Conference on Education, Learning and Development Conference**

- Main author
- Proceeding paper

10 December  
2016

## **WeCWI: Integrating Language Acquisition and Composition Studies towards Literacy Development**

**The 6th International Conference on Language, Literature, Culture and Education**

- Main author
- Proceeding paper

16 January 2017

## **UiTM Students' Writing Needs, Writing Problems, and Language Courses: A Qualitative Systematic Review of Literature Prior to WeCWI's Course Integration**

**International Academic Research Journal of Social Science, Volume 3, Issue 1**

- Main author
- Journal article

16 January 2017

## **Pronunciation Errors in Mandarin among the Engineering Undergraduates: An Analytical Analysis**

**International Academic Research Journal of Social Science, Volume 3, Issue 1**

- Co-author
- Journal article

16 January 2017

## **English Exit Test (EET) and Competence-Based English Test (CBET) as Verbal Competence Measures for Employability: A Comparative Systematic Review**

**International Academic Research Journal of Social Science, Volume 3, Issue 1**

- Co-author
- Journal article

8 September 2017

## **The Platform Development of WeCWI Instructional Tool: A Comparative Systematic Review**

**UPALS Language Colloquium 2017**

- Main author
- Proceeding paper

30 July 2018

## **Oracy Skills Evaluation of Students' RP Performance through Lecturer's, Self and Peer Assessment**

**INSIGHT Journal, Volume 2**

- Co-author
- Journal article

8 November 2018	<b>Verbal Communication Self-Assessment Improvement Using Oracy Assessment Toolkit (OAT) in Role Play</b> <b>Creativity in Teaching and Learning: A Blueprint for Success</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Book chapter</li> </ul>
10 April 2019 (Scopus-indexed publication)	<b>*The Writing Performance and Critical Thinking Level among Undergraduates through WeCWI-Enabled Web-based Instructional Tool: A Pilot Study</b> <b>33rd International Business Information Management Association Conference</b> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Proceeding paper</li> <li>• *Scopus-indexed</li> </ul>
4 August 2019	<b>Persepsi Pensyarah Bahasa Berkenaan Gaya Bahasa Surat Rasmi: Sejauh Mana Penulisan Surat Rasmi Menjadi Suatu Masalah kepada Mereka?</b> <b>International Journal of Modern Languages and Applied Linguistics, Volume 2, Issue 2</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> </ul>
13 September 2019	<b>Learning on the Go</b> <b>International Workshop, Seminar and Innovation (IWSI) 2019</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> </ul>
13 September 2019	<b>Learning Courseware to Help Students Learn Mandarin as a Third Language at Universiti Teknologi MARA (UiTM) Cawangan Pulau Pinang</b> <b>International Seminar, Workshop and Innovation (ISWI) 2019</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> </ul>
13 September 2019	<b>Web-Based Instructional Tool for Enhancing EET Speaking Test Performance</b> <b>International Seminar, Workshop and Innovation (ISWI) 2019</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Proceeding paper</li> </ul>
23 September 2019	<b>*English Exit Test: An Analysis of the Test-Takers' Performance in the Speaking Component</b> <b>International Journal Of Engineering And Advanced Technology, Volume 8, Issue 5</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> <li>• *Scopus-indexed</li> </ul>
30 September 2019	<b>A Review on the Application of Blog, Blogger, Widget and Hypertext to Develop a Web-Based Instructional Tool</b> <b>Journal Of English Language Teaching Innovations And Materials, Volume 1, Issue 2</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> </ul>
1 January 2020	<b>LINK-IT: Mastering English Linkers Using a Board Game</b> <b>Changing Lives in Brilliant Ways</b> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Book chapter</li> </ul>

1 January 2020	<b>UiTM Wesllap: Advocating Esl Learners' Autonomy Towards Next Gen Learning in Education 5.0@UiTM</b> <b>Changing Lives in Brilliant Ways</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Book chapter</li> </ul>
1 January 2021	<b>*Masalah Berkaitan Format Surat Rasmi dalam Kalangan Pensyarah Bahasa di UiTM CPP</b> <b>Voice Of Academia, Volume 17, Issue 1</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> <li>• *MyCite-indexed</li> </ul>
28 January 2021	<b>*The Effectiveness of WeCWI-Enabled Web-based Instructional Tool to Improve *Writing Performance and Critical Thinking Level among undergraduate Students</b> <b>IBIMA Business Review Journal, Volume 2021</b> <ul style="list-style-type: none"> <li>• Main author</li> <li>• Journal article</li> <li>• *Scopus-indexed</li> </ul>
30 March 2021	<b>*Utilizing WhatsApp Messenger to Enhance Listening Skills of Civil Engineering Degree Students in Mandarin Courses at UiTM Penang Branch</b> <b>International Journal of Modern Languages and Applied Linguistics, Volume 5, Issue 1</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> <li>• *MyCite-indexed</li> </ul>
30 April 2021	<b>A Look into the Word Order of Malay and Mandarin Compound Words/Phrases</b> <b>ESTEEM Journal of Social Science and Humanities, Volume 5, Issue 1</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> </ul>
1 June 2021	<b>*Peningkatan Motivasi Pelajar dalam Pemahaman dan Penggunaan Penanda Wacana Bahasa Inggeris dengan Inggeris dengan Menggunakan Permainan Papan LINK-IT</b> <b>E-Jurnal Borneo Akademika, Volume 5, Issue 1</b> <ul style="list-style-type: none"> <li>• Co-author</li> <li>• Journal article</li> <li>• *MyCite-indexed</li> </ul>
<b>PATENTS</b>	
21 January 2010	<b>Mah Boon Yih's Blog (<a href="http://mahboonyih.blogspot.com">http://mahboonyih.blogspot.com</a>)</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>• Copyright [600-UILC (IP. 5/2/4/1)]</li> </ul>
27 November 2014	<b>Web-based Cognitive Writing Instruction (WeCWI)</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>• Copyright (CRLY00001623)</li> </ul>
24 April 2015	<b>WeCWI: Rising to the Instructional, Technological, Pedagogical, and Theoretical Discoveries of Becoming a Web-based Instructor</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>• Copyright (LY2015000562)</li> </ul>

4 May 2016	<b>WeCWI Integrated Solutions</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>Copyright (LY2016001145)</li> </ul>
4 May 2016	<b>Web-based Cognitive Instructor (WeCI)</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>Copyright (LY2016001146)</li> </ul>
4 May 2016	<b>Web-based Cognitive Language Instructor (WeCLI)</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>Copyright (LY2016001147)</li> </ul>
9 May 2016	<b>WeCWI Enterprise</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>Copyright [600-UILC (IP. 5/2/6/3/CP)]</li> </ul>
14 December 2020	<b>Learn, Improve and Know Important Transitions (LINK-IT)</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>Copyright (CRL Y00027033)</li> </ul>
20 October 2021	<b>Web-based Instruction Innovators (Webitors)</b> <b>Intellectual Property Corporation of Malaysia (MyIPO)</b> <ul style="list-style-type: none"> <li>Copyright (CRAR2021P01678)</li> </ul>
<b>SCHOLARSHIPS/GRANTS</b>	
1 September 2008-31 January 2009	<b>Geran Penyelidikan Dana Kecemerlangan</b> <b>Institut Penyelidikan, Pembangunan dan Pengkomersilan, Universiti Teknologi MARA (UiTM)</b> <ul style="list-style-type: none"> <li>Role: Project leader</li> <li>Title: Measuring Students' Perceptions of Writing Weblogs in ESL Classroom Employing the Technology Acceptance Model</li> <li>Total amount: RM5000</li> </ul>
1 July 2011-31 March 2014	<b>Hadiah Latihan Skim Latihan Akademik IPTA (SLAI)</b> <b>Scholarship Division, Ministry of Education</b> <ul style="list-style-type: none"> <li>Degree: PhD</li> <li>Course/Field: Language Development through Technology</li> <li>Institution: Universiti Sains Malaysia</li> <li>Country: Malaysia</li> </ul>
<b>CONSULTATIONS</b>	
3 June 2016 (8:00 AM-12:30 PM)	<b>EdTech Seminar 2016: The Instructional and Technological Discoveries</b> <b>Consultation Unit, Academy of Language Studies, UiTM Cawangan Pulau Pinang and WeCWI Integrated Solutions</b> <ul style="list-style-type: none"> <li>Role: Organiser and speaker</li> <li>Objective: Provide an option for educators to teach online without using a learning management system (LMS).</li> <li>Venue: Bilik Perdana 1, Kompleks Perdana, UiTM Cawangan Pulau Pinang</li> <li>Number of participants: 11</li> <li>Disbursement to UiTM: RM622.28</li> </ul>
10-17 July 2017	<b>Editing, Proofreading, and Translation Consultancy Programme 2016</b> <b>Academy of Language Studies, UiTM Penang Branch</b>

- Role: Editor
- Number of words: 3307
- Disbursement to UiTM: RM52.91

10-17 July 2020

## **Chung Cheng School Union (Penang) English Language Quiz 2020 (Set A) Setter**

### **Chung Cheng School Union (Penang)**

- Role: Quiz setter
- Number of items: 100
- Disbursement to UiTM: RM10

10-17 July 2020

## **Chung Cheng School Union (Penang) English Language Quiz 2020 (Set B) Vetter**

### **Chung Cheng School Union (Penang)**

- Role: Quiz vetter
- Number of items: 100
- Disbursement to UiTM: RM10

## **Online Workshop Series: English for University Professionals (Series 3: Delivering Effective Speeches)**

### **UITM Cawangan Pulau Pinang (UiTM CPP)**

- Role: Project Head
- Disbursement to UiTM: RM416

## **LEADERSHIPS**

20 November  
2019

## **Memorandum of Understanding (MOU) between Universiti Teknologi MARA and Beifang Minzu University, China**

### **Committee member**

- Venue: Beifang Minzu University, China

2 December 2019

## **Web-based Instruction Innovators (Webitors)**

### **Founder and Head of Special Interest Group (SIG)**

#### **Achievements:**

- Innovations
  - UiTM WESLLAP: Advocating Esl Learners' Autonomy towards Next Gen Learning in Education 5.0@UiTM
  - Self-Assessed Online Listening Tests (SAOLT): Learn and Practise Listening Skills Independently
- Award
  - International Invention and Innovative Competition (InIIC Series 1/2020) Silver Award
- Intellectual property
  - Copyright (Webitors' logo)
- Publications
  - InIIC Siri 1/2020 Programme book
  - InIIC Siri 1/2020 Abstract book
  - 'Changing Lives in Brilliant Ways' book chapter entitled 'UiTM WESLLAP: Advocating Esl Learners' Autonomy Towards Next Gen Learning in Education 5.0@UiTM'
  - APB UiTM CPP eLingua article entitled 'UiTM Webitors Won Their First Medal in the InIIC Series 1/2020'
  - UiTM-UNTAN book chapter entitled 'The Acceptance Factors of UiTM WESLLAP as an Open Distance Learning Platform Based on the Technology Acceptance Model'
  - Blog article entitled 'Learn English Autonomously @UiTM WESLLAP' at <https://www.wecwi.com/post/learn-english-autonomously>
- Grant applications
  - FRGS entitled 'Formulating Web-based Instruction Framework for Spoken English Communication Enhancement towards Workforce Readiness'
  - LESTARI COVID-19 UiTM entitled 'Investigating the Relationship of E-learning Content Quality of an Integrated Online Platform (UiTM WESLLAP) with ESL Students' Perspectives'
  - UiTM internal grant entitled 'Measuring the Effectiveness of an Integrated E-learning Platform Designed for UiTM Learners to Encourage Autonomous Learning'

- Postgraduate supervisions
  - LG950 PhD co-supervision entitled 'The Effects of Web-based Instruction on the Speaking Performance and Critical Thinking Level of the English Exit Test (EET) Candidates'
  - Critical thinking assessment for English Exit Test (EET) by the 2 SIG members

1 March 2019 -  
28 February 2021

## Creative and Innovative Group (Kumpulan Kreatif dan Inovatif)

### Head

#### Achievements:

- Innovations
  - Portal Dokumentasi (POD) at <https://portaldokumentasi.blogspot.com>
  - A physical board game entitled Learn, Improve and Know Important Transitions (LINK-IT)
- Awards
  - International Invention and Innovative Competition (InIIC Series 1/2020) Silver Award
- Publications
  - Voice of Academia, Vol. 17(1) journal article entitled 'Masalah Berkaitan Format Surat Rasmi dalam Kalangan Pensyarah Bahasa di UiTM CPP'
  - APB UiTM CPP eLingua article entitled 'Penulisan Surat Rasmi Menjadi Punca Stres'
  - E-Jurnal Borneo Akademika, Vol. 5(1) entitled 'Peningkatan Motivasi Pelajar dalam Pemahaman dan Penggunaan Penanda Wacana Bahasa Inggeris dengan Inggeris dengan Menggunakan Permainan Papan LINK-IT'
  - 'Changing Lives in Brilliant Ways' book chapter entitled 'LINK-IT: Mastering English Linkers Using a Board Game'
  - InIIC Siri 1/2020 Programme book
  - InIIC Siri 1/2020 Abstract book
  - APB UiTM CPP eLingua article entitled 'LINK-IT: A Board Game for Mastering English Linkers'
  - Blog article entitled 'Let's Play and Learn Linkers Together with LINK-IT!' at <https://www.wecwi.com/post/lets-play>

22 September  
2021 - 22  
September 2024

## Memorandum of Understanding (MOU) between Universiti Teknologi MARA and Sekolah Tinggi Ilmu Kejururawatan (STIK) Muhammadiyah Pontianak

### Committee member

- Venue: Virtual

## VOLUNTEERINGS

2014-present

## UiTM Penang Branch

### Community services

- Program Khidmat Masyarakat 2014
- Khidmat Masyarakat APB 1/2015 Reading Workshop for the Orphanage
- Program Khidmat Masyarakat, Ziarah Kasih Warga Emas Darul Hanan 2016
- English Is Fun 2016
- Program Khidmat Masyarakat Fun with English dan Penambahbaikan Anjung Bacaan Ibnu Sina 2017
- A Joyful Language Day with Giat MARA Trainees 2017
- Fun with English 2017
- Kejohanan Tenpin Bowling 2018 "Alumni UiTM CPP Charity Fund" di OLE-OLE Bowling, Mydin Mall
- Program Khidmat Masyarakat Serambi Cerita 2018
- Program Khidmat Masyarakat Sebuah Kamus Seribu Makna 2.0 Seri 1 2018
- Program Penyerahan Barangan Keperluan Asas Pelajar Penerima Bantuan Zakat di Free Market APB UiTM Cawangan Pulau Pinang 2019
- Program Literasi Kanak-Kanak Tabika Kemas Bersama Pensyarah APB UiTM CPP dan Perbadanan Awam Pulau Pinang (PPAPP) (Secara Online) 2020
- Projek Mini Perpustakaan dan Penyampaian Maklumat APB Prihatin Anak Bangsa Terpimpin 2121

September 2014

## The Multimedia Development Corporation (MDeC)

### DoMoreLah4Malaysia campaign

The DoMoreLah4Malaysia campaign organised by Multimedia Development Corporation Sdn. Bhd. is an outreach to celebrate the hard work of Malaysians who are making our nation a better place powered by technology and passion. Digital Malaysia has rolled this campaign to uncover and celebrate everyday Malaysians who freely donate

their time and skills to help build a better Malaysia. The Campaign was held from 1 September to 10 October 2014. Web-based Cognitive Writing Instruction (WeCWI) has become one of the featured entries in this campaign with the quote of the volunteering work in action as follows: *I am happy to #DoMoreLah4Malaysia to enhance the instructional design and foster language development by leveraging the virtue of a theoretical-and-pedagogical hybrid e-framework namely "Web-based Cognitive Writing Instruction/WeCWI" (wecwi.blogspot.com) created based on the contemporary scientific knowledge and scholarly research findings.*

## TESTIMONIALS

### Lily Wilson

#### Writer, ThePensters

- WeCWI Enterprise: Be an Academic Writer
  - *That's a good idea for the course.*
- Web-based Cognitive Writing Instruction (WeCWI): A Theoretical-and-Pedagogical e-Framework for Language Development through Technology
  - *An interesting project. I would like to get a better insight.*

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### Dr R. K. Dixit

#### Chief author (Hon.), Global Journals Incorporated

- Web-Based Cognitive Writing Instruction (WeCWI): A Hybrid e-Framework for Instructional Design
  - *I came across your research paper titled "Web-Based Cognitive Writing Instruction (WeCWI): A Hybrid e-Framework for Instructional Design" and feel that your research is having a very good impact.*

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### Marni Jamil

#### Lecturer, UiTM Penang Branch

- WeCWI Training Series: Instructional Design (macro)
  - *WeCWI training session which was conducted by the experienced instructor offered useful insights to educators and practitioners. The training focuses on an interactive online learning environment that incorporates ICT in teaching and learning instructions. It offers new perspectives about integrating technology in education!*

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### Farina Tazijan

#### Lecturer, UiTM Penang Branch

- WeCWI: SIL's Learner Domain (micro)
  - *This session has taught me how to read, organize literature review. Thank you for sharing your views.*

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### Ang Ling Weay

#### PhD student, Universiti Sains Malaysia

- Web-Based Cognitive Writing Instruction (WeCWI): A Hybrid e-Framework for Instructional Design
  - *I was impressed by the writer's paper on his thought-provoking and insightful writing on the current research issues of educational technology which displays how the web tools may improve learners' essay writing and critical thinking on his well-established hybrid framework of WeCWI.*

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### Mohamed Syazwan Bin Mohd Hashim

#### Electrical and Electronic Engineering Undergraduate, UiTM Penang Branch

- WeCWI Enterprise: Be an Academic Reader
  - *It basically covers from basic to advance on how to be an academic reader. The instructor is also very engaging and resourceful in handling this course. I would recommend people to take this course.*

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### Nurul Atikah Binti Che Bdullah

#### Culinary Arts Management Undergraduate, UiTM Penang Branch

- WeCWI Enterprise: Be an Academic Writer
    - *I think this course really gives a big help to the students in sharpening their writing skill. It provides all the information needed by the students. My instructor was very prepared and engaged in instructing the students on how to learn and study using this course. The production quality is the best.*
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## Afiqah Husna

### Engineering (Hons) Civil (Infrastructure) Undergraduate, UiTM Penang Branch

- [WeCWI Integrated Solutions YouTube Channel](#)
  - *I really like this task because we (students) will feel like we are being a YouTuber or being an influencer 😄 haha so much fun! Great job Dr!*