



Boon Yih Mah, PhD

Senior Lecturer of Academy of Language Studies, UiTM | Founder of WeCWI | Consultant of WeCWI Integrated Solutions

Websites: <https://m-curriculumvitae.blogspot.my>
(ePortfolio) | <http://wecwi.blogspot.my> (WeCWI Blog)

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Dr Mah Boon Yih is a senior lecturer at Academy of Language Studies, UiTM Penang Branch. He holds three degrees: PhD (E-learning), MA (Applied Linguistics), and BAEd (Hons) in ELS. As the outcome of his doctoral thesis, Dr. Mah has become the founder of Web-based Cognitive Writing Instruction (WeCWI): an award-winning hybrid e-framework for instructional design and language development. Dr Mah is included in Who's Who in Science and Engineering 2011-2012 & 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 World Education Congress Global Awards 2016: Education Leadership Award (for Excellence in Education, Leadership & Teaching), Rector's Special Award 2017, and Award for Excellence in eLearning 2019.

WeCWI was officially launched in The Digital Education Show Asia 2014 at KLCC, Kuala Lumpur. WeCWI and its associates including WeCWI Integrated Solutions, WeCI, and WeCLI were copyrighted by MyIPO in Malaysia. Besides being published in Scopus and WOS indexed proceedings and international refereed journals, WeCWI was also addressed in six keynotes and six plenary speeches as invited speakers in multiple international conferences, seminars, and expositions in Malaysia, Singapore, Vietnam, Indonesia, Japan, China, and India. In addition, WeCWI was also featured in #DoMoreLah4Malaysia campaign organised by MDeC and workshops entitled "WeCWI Training Series: Instructional Design (macro)" and "WeCWI Enterprise: Write It Right" at UiTM Penang Branch. From 2014 till 2016, WeCWI has garnered four international innovation awards: Silver Award in PIID 2014, Silver Award in iidex 2015, Gold Award in PECEPTA 2015, and Silver Award in ITEX 2016. WeCWI is currently further extended in postgraduate studies and solutions driven consultancy namely WeCWI Integrated Solutions.

QUALIFICATIONS

25 October 1991
(1986-1991)

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

Primary School Leaving Certificate & 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) & 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) (eLearning)

- 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 & research design

AFFILIATIONS

November 2003–
November 2007
(4 years 1 month)

Kedah Matriculation College
Lecturer

- ESL educator

December 2007–
April 2013 (5
years 5 months)

Universiti Teknologi MARA (UiTM)
Lecturer

- PhD candidate

April 2013–
present

Universiti Teknologi MARA (UiTM)
Senior lecturer

- PhD student
- PhD holder
- WeCWI founder
- WeCWI Integrated Solutions consultant

MEMBERSHIPS

April 2009–
present

International Association of computer Science and Information Technology (IACSIT)

Member

- Membership ID: 80331715

2018–present

International Economics Development Research Center (IEDRC)

Senior member

- Membership ID: 30080477

2018–present

Asia Society of Researcher (ASR)

Senior member

- Membership ID: R218020201

April 2019–
present

GI Social Sciences Forum (GISSF)

Editorial Board/Review Committee/Expert Panel

Member ID: GISSF-19-MY-135

September
2008–present

Malaysian English Language Teaching Association (MELTA)

Life member

- Membership ID: LM 574

November 2009
& June 2013

International Business Information Management Association (IBIMA)

Program committee

- 14th IBIMA Conference
- 21st IBIMA Conference

February 2015–
March 2015

International Postgraduate Network (IPN.org)

Technical committee

- International Conference on E-Learning and E-Educational Technology (ICeLET 2015)

March 2015–April
2015

Malaysian Postgraduate Conference Network (MPCN)

Technical committee

- International Postgraduate Conference on Social Sciences and Humanities (IPCSSH 2015)

August 2016–
present

Interdisciplinary Circle of Science, Arts and Innovation (ICSAI)

International academic committee

2018–present

MELTA Penang Chapter Committee

Committee member

February 2004–
present

National Union of the Teaching Profession (NUTP)

Ordinary member

- Membership ID: 02-00166846

April 2015–
present

Persatuan Alumni Universiti Sains Malaysia (AUSM)

Life member

- Membership ID: 15731-15

LECTURES

2007–present

English Courses

Diploma programme

- 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

English Courses

Degree programme

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

EXPERTISES

June 2015–
present

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

November 2014–
January 2015

Co-supervisor (undergraduate)

- **Title:** The Antecedents of Job Burnout among Employees at Synthomer (M) Sdn. Bhd. Kluang, Johor
- **Candidate:** Adibah Binti Taib
- **Programme:** Bachelor of Business Administration (Hons.) Human Resource Management, Universiti Teknologi MARA (UiTM), Malaysia

November 2014–
January 2015

Co-supervisor (undergraduate)

- **Title:** The Factors of Employee Engagement among the Workers at Itami Plastic Corporation (M) Sdn. Bhd. Batu Pahat, Johor Darul Takzim
- **Candidate:** Nurashireen Binti Mohamad Jamal
- **Programme:** Bachelor of Business Administration (Hons.) Human Resource Management, Universiti Teknologi MARA (UiTM), Malaysia

March 2015–July
2015

Co-supervisor (undergraduate)

- **Title:** The Factors Affecting Employees' Work Motivation at Four Departments in Petronas KLCC
- **Candidate:** Nadia Binti Samad
- **Programme:** Bachelor of Business Administration (Hons.) Human Resource Management, Universiti Teknologi MARA (UiTM), Malaysia

March 2015–July
2015

Co-supervisor (undergraduate)

- **Title:** Factors Affecting Clerks' Job Satisfaction Level at Majlis Daerah Besut
- **Candidate:** Noraishah Bt Mohd Isa @ Nordin
- **Programme:** Bachelor of Business Administration (Hons.) Human Resource Management, Universiti Teknologi MARA (UiTM), 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:** The 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:** The 6th International Conference on Language, Literature, Culture & Education (ICLLCE)
- **Title:** WeCWI: Integrating Language Acquisition and Composition Studies towards Literacy Development
- **Venue:** Liberty Central Saigon Citypoint Hotel, Ho Chi Minh, Vietnam

17 December
2018

Keynote speaker (international conference)

- **Event:** The 12th International Conference on Language, Education & Innovation 2018 (ICLEI 2018)
- **Title:** WeCWI: Integrating CMC, E-learning Interaction-based Model, and Interactionism towards Language Development
- **Venue:** Impiana KLCC Hotel, Kuala Lumpur

29 October 2015

Panelist (international exposition)

- OIC Higher Education Fair 2015

2015-2016

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 the theme 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

Speaker (international seminars)

- 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*)

2016-2018

Speaker (national seminars)

- 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*)

2008-2016

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

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

2008-2018

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 (2015, September), Volume 11, Special Issue 2
- ESTEEM Academic Journal UiTM Pulau Pinang (2017, June), Volume 13, June 2017
- ESTEEM Academic Journal UiTM Pulau Pinang (2017, December), Volume 13, December 2017
- ESTEEM Academic Journal UiTM Pulau Pinang (2018, June), Volume 14, June 2018
- ESTEEM Journal of Social Sciences and Humanities (2018, November), Volume 2, November 2018
- ESTEEM Academic Journal UiTM Pulau Pinang (2018, December), Volume 14, December 2018
- ESTEEM Academic Journal UiTM Pulau Pinang (2019, June), Volume 15, June 2019

2018-present

Reviewer (book)

- English for You (Oxford Fajar Sdn. Bhd.)
- Textbook on English for Effective Communication (Oxford Fajar Sdn. Bhd.)

2014-2018

Reviewer (international journals)

- International Journal of Literature, Language and Linguistics (Premier Publishers)
- Journal of Creative Practices in Language Learning and Teaching (CPLT), Volume 3, Number 1, 2015 (UiTM 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)
- Journal of Creative Practices in Language Learning and Teaching (CPLT), Volume 5, Number 2, 2017 (UiTM Kedah)
- BMJ Innovations, April 2018 (BMJ Publishing Group Ltd.)

2015-2019

Reviewer (national journals)

- Journal of Creative Practices in Language Learning and Teaching (CPLT), Volume 3, Number 1, 2015 (UiTM Kedah)
- Journal of Creative Practices in Language Learning and Teaching (CPLT), Volume 5, Number 2, 2017 (UiTM Kedah)
- Issues in Language Studies (Faculty of Language and Communication, Universiti Malaysia Sarawak)
- International Journal of Modern Languages and Applied Linguistics (Academy of Language Studies, UiTM Shah Alam)

2009-2018

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

2015-present

Judge (international)

- Penang Invention, Innovation and Design 2015 (PIID 2015), UiTM Penang Branch, Permatang Pauh Campus
- 2018 Asia Innovation Show, Paragon Mall, Penang

2018-present

Judge (national)

- Northern Zone Research Conference in English Language Education (NORCELE) 2018, Institute of Teacher Education, Tuanku Bainun Campus, Penang
- Language Invention, Innovation & Design (LIID 2018), Concorde Hotel Shah Alam, Malaysia
- Entrepreneurship Educators (EE)-Product Idea Innovation Showcase UiTM Penang Branch
- The 2nd National Zone Research Conference in English Language Education (NRCELE) 2019, Institute of Teacher Education, Tuanku Bainun Campus, Penang
- Penang International Invention, Innovation and Research Design 2019 (PIID 2019), Universiti Teknologi MARA (UiTM) Cawangan Pulau Pinang
- 3-Minutes Thesis Competition (3MT 2019), Universiti Teknologi MARA (UiTM) Cawangan Pulau Pinang
- International Student Affairs Invention, Innovation & Design Competition (I-SAID) 2019, Universiti Teknologi MARA (UiTM) Cawangan Kedah

2019-present

Advisory board/council member (international & national)

- Oxford Advisory Board (Oxford Fajar Sdn. Bhd.)
- World Education Congress 2020, Taj Lands End, Mumbai, India

RECOGNITIONS/HONOURS/AWARDS

2011-2017

Marquis Who's Who's recognitions (international)

Marquis Who's Who, USA

- Who's Who in Science and Engineering 2011-2012 (11th Edition)
- Who's Who in Asia 2012 (2nd Edition)
- Who's Who in the World 2013 (30th Edition)
- Who's Who in the World 2014 (31th Edition)
- Who's Who in the World 2015 (32th Edition)
- Who's Who in Science and Engineering 2016-2017 (12th Edition)
- Who's Who in the World 2019

2012-2015

International Biographical Centre's recognitions (international)

International Biographical Centre (IBC), Cambridge, England

- 2000 Outstanding Intellectuals of the 21st Century 2012
- Top 100 Educators 2012
- Dictionary of International Biography (36th Edition)
- Dictionary of International Biography (37th Edition)
- 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 & Design), Research Management Institute (RMI), Universiti Teknologi MARA (UiTM)

- **Project:** Establishing an Individual Web-based Teaching Tool (IW/WT) using Blogger.com

14–16 May 2010	<p>ITEX Silver Award (Category: Educational items) (international) 21st ITEX 2010 (International Invention, Innovation & Technology Exhibition), Malaysian Invention & Design Society (MINDS)</p> <ul style="list-style-type: none"> • 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	<p>Silver Award (Category C) (national) 1st Innovation, Invention & Design (IID Kedah), Universiti Teknologi MARA (Kedah)</p> <ul style="list-style-type: none"> • Project: Hanyu-Pinyin WBI–an Online Mandarin Learning Instruction for Non-native Mandarin Learners
12–14 October 2010	<p>Gold Award (Category: Invention) (national) IID 2010 SE (Invention, Innovation & Design Special Edition), Research Management Institute (RMI), Universiti Teknologi MARA (UiTM)</p> <ul style="list-style-type: none"> • Project: Guru Hanyu Pinyin–an Online Romanised Mandarin Pronunciation Learning Instruction for Non-native Learners
27–28 May 2014	<p>Innovation Launchpad's "Rocketeer" (international) Terrapinn Holdings Limited</p> <ul style="list-style-type: none"> • The Digital Education Show Asia 2014 (<i>Web-based Cognitive Writing Instruction (WeCWI): A Multidisciplinary e-Framework for Language, Literacy, Cognitive, and Psychological Developments</i>)
3–4 December 2014	<p>Silver Award (Category: Innovation) (national) Penang Invention, Innovation and Design 2014 (PIID 2014), Research Management Unit (RMI), Universiti Teknologi MARA (Penang)</p> <ul style="list-style-type: none"> • Project: Web-based Cognitive Writing Instruction (WeCWI): A Theoretical-and-Pedagogical e-Framework for Language Development through Technology
27–30 April 2015	<p>Silver Award (Category: Innovation) (national) honor issuer Invention, Innovation & Design Exposition 2015 (iindex 2015), Research Innovation Business Unit (RIBU), Universiti Teknologi MARA (UiTM)</p> <ul style="list-style-type: none"> • Project: WeCWI: Rising to the Instructional, Technological, Pedagogical, and Theoretical Discoveries of Becoming a Web-Based Instructor
4–6 December 2015	<p>Gold Award (Open Category) (international) The International Conference and Exposition on Inventions by Institutions of Higher Learning 2015 (PECIPTA 2015), Ministry of Education Malaysia and Universiti Pendidikan Sultan Idris</p> <ul style="list-style-type: none"> • Project: Towards Critical and Eloquent Achievers: E-learning Empowerment through WeCWI Integrated Solutions
12–14 May 2016	<p>Silver Award (Universities/Educational Institutions) (international) The 27th International Invention & Innovation Exhibition (ITEX), Malaysian Invention and Design Society (MINDS)</p> <ul style="list-style-type: none"> • Project: Innovate Teaching toward Personalised Learning through WeCWI Integrated Solutions
23–24 July 2016	<p>Education Leadership Award (international) Chartered Institute of Management Accountants (CIMA)</p> <ul style="list-style-type: none"> • Title: The Fifth World Education Congress Global Awards (for Excellence in Education, Leadership & Teaching)
19 October 2017	<p>EduTECH Asia Awards: Tertiary Educator of the Year Nominee (international) Terrapinn Holdings Ltd.</p>

2012 & 2017

Service Excellence Awards (university)

Universiti Teknologi MARA (UiTM)

- 2011 Service Excellence Award
- 2016 Service Excellence Award

8 December 2017

Rector's Special Award (university)

Universiti Teknologi MARA (UiTM) Penang Branch

2009-2018

Publication Awards (university)

University Publication Unit (UPENA), Universiti Teknologi MARA, Penang Branch

- Silver Publication Award (2008)
- Platinum Publication Award (2009)
- Silver Publication Award (2010)
- Platinum Publication Award (2011)
- Silver Publication Award (2012)
- Silver Publication Award (2013)
- Silver Publication Award (2014)
- Gold Award (Prestigious Publication Category) (2015)
- Silver Publication Award (2016)
- Gold Publication Award (2017)

2015-2016

Innovation Awards (university)

Universiti Teknologi MARA (UiTM) Penang Branch

- Bronze Innovation Award (2014)
- Bronze Award (Innovation Category) (2015)
- Bronze Innovation Award (2016)

2017

Consultation Awards (university)

Universiti Teknologi MARA (UiTM) Penang Branch

- Silver Consultation Award (2016)

4 July 2019

Award for Excellence in eLearning

World Education Congress

4 July 2019

50 Fabulous Edutech Leaders

World Education Congress

PUBLICATIONS

29 December
2006

Can adults acquire a second language successfully?

Main author | OUM Tutor Connexions

- Mah, B. Y. (2006). Can adults acquire a second language successfully? *OUM Tutor Connexions*, 15(October-November), 1-3. Retrieved from <http://tc.oum.edu.my/2006/issue15/index.php?op=view&page=5>

12 April 2008

Group Autonomy and Peer Assessment in Conducting Reading Comprehension Activity Using Newspapers

Co-author | The 3rd CLS International Conference

- Liaw, S. C., & Mah, B. Y. (2008). Group autonomy and peer assessment in conducting reading comprehension activity using newspapers. *The 3rd CLS International Conference Proceedings* (pp. 356-364). Singapore: National University of Singapore.

12 December
2008

Bringing Blogs into ESL Writing Classroom

Main author | The 2nd International Conference on Science and Technology: Applications in Industry and Education

- Mah, B. Y., & Liaw, S. C. (2008). Bringing blogs into ESL writing classroom. *The 2nd International Conference on Science and Technology Proceedings*. Penang, Malaysia: Department of Information Technology and Quantitative Sciences, Universiti Teknologi MARA Penang.

14 March 2009

Measuring Students' Perception of Writing Web Logs in ESL Classroom Employing the Technology Acceptance Model

Main author | Conference on Scientific & Social Research 2008 & 2009

- Mah, B. Y., & Er, A. N. (2009). Measuring students' perception of writing web logs in ESL classroom employing the Technology Acceptance Model. *Conference on Scientific & Social Research 2008 & 2009 Proceedings*. Selangor, Malaysia: University Publication Centre, Universiti Teknologi MARA.

17 April 2009

An Investigation on Students' Acceptance of Writing Web Logs: A Test of Technology Acceptance Model

Main author | 2009 International Conference on Education Technology and Computer

- Mah, B. Y. (2009). An investigation on students' acceptance of writing Web logs: A test of Technology Acceptance Model. *2009 International Conference on Education Technology and Computer Proceedings* (pp. 181-185). Singapore. IEEE Computer Society.

27 May 2009

GAT-a Teaching Module of Restructuring Basic Mandarin Sentences to UiTM Malay Students

Co-author | International Conference on Languages 2009

- Hoe, F. T., & Mah, B. Y. (2009). GAT-a teaching module of restructuring basic Mandarin sentences to UiTM Malay students. *The International Conference on Languages 2009 Proceedings* (pp. 341-349). Penang, Malaysia: Universiti Teknologi MARA Penang.

1 June 2009

Writing Web Logs in the ESL Classroom: A Study of Student Perceptions and the Technology Acceptance Model

Main author | Asian Journal of University Education

- Mah, B. Y., & Er, A. N. (2009). Writing Web logs in the ESL classroom: A study of student perceptions and the Technology Acceptance Model. *Asian Journal of University Education*, 5(1), 47-70.

1 December 2009

Expanding ESL Classroom Horizons with Weblogs: Educators' Perspective

Main author | The 2nd International Conference on e-Learning

- Mah, B. Y. (2009). Expanding ESL classroom horizons with weblogs: Educators' perspective. *The 2nd International Conference on e-Learning 2009 Proceedings* (pp. 1-8). Selangor, Malaysia: i-Learn Centre, Universiti Teknologi MARA.

1 December 2009

The Manifestation of Native Language Transfer in ESL Learning

Main author | ESTEEM Academic Journal UiTM Pulau Pinang

- Mah, B. Y. (2009). The manifestation of native language transfer in ESL learning. *ESTEEM Academic Journal UiTM Pulau Pinang*, 5(2), 61-70.

24 February 2010

Learning Style Preferences of English Language Learners among UiTM Penang Diploma Students

Co-author | International Conference on Arts, Social Sciences & Technology 2010

- Cheang, E. K., Mah, B. Y., & Ch'ng, P. E. (2010). Learning style preferences of English Language learners among UiTM Penang diploma students. *The International Conference on Arts, Social Sciences & Technology Proceedings* (pp. 1-12). Penang, Malaysia: Research and Industry Linkage Centers, Universiti Teknologi MARA Kedah.

1 June 2010

Preference of Learning Style among the Diploma Students of UiTM Penang: An Overview

Co-author | Social and Management Research Journal

- Cheang, E. K., Mah, B. Y., & Ch'ng, P. E. (2010). Preference of learning style among the diploma students of UiTM Penang: An overview. *Social and Management Research Journal*, 7(1), 55-66.

1 June 2010

The Impact of Chinese ESL Learner Interlanguage on Writing: A Syntactical Analysis

Main author | International Conference on Linguistic, Literature & Culture 2010

- Mah, B. Y., Hoe, F. T., & Cheang, E. K. (2010). The impact of Chinese ESL learner interlanguage on writing: A syntactical analysis. *The International Conference on Linguistic, Literature & Culture 2010 Proceedings* (pp. 348-354). Penang, Malaysia: School of Humanities, Universiti Sains Malaysia.

25 June 2010

The Process of Designing and Developing a Romanised Mandarin Web-Based Instruction on ISD Methodology for Non-Native Learners in Malaysia

Co-author | 2010 International Conference on Educational and Network Technology

- Lim, S. G., Ong, S. F., & Mah, B. Y. (2010). The process of designing and developing a Romanised Mandarin Web-based instruction on ISD methodology for non-native learners in Malaysia. *The 2010 International Conference on Educational and Network Technology Proceedings* (pp. 459-462), Qinhuangdao, China: IEEE Press. doi:10.1109/ICENT.2010.5532262

1 January 2011

Are You Ready to Blog?

Main author | University Publication Centre, Universiti Teknologi MARA

- Mah, B. Y., & Liaw, S. C. (2011). *Are you ready to blog?* In Faizah Mohamad (Ed.), *Technology in ESL classrooms* (pp. 33-54). Selangor, Malaysia: University Publication Centre, Universiti Teknologi MARA.

22 June 2011

Part Time Students, Part Time Assessors. How Reliable Are Students to Fit Two Roles in Reading Comprehension Activity?

Co-author | ASEAN Conference on Scientific and Social Research 2011

- Liaw, S. C., & Mah, B. Y. (2011). Part time students, part time assessors. How reliable are students to fit two roles in reading comprehension activity? *The ASEAN Conference on Scientific and Social Research 2011 Proceedings*. Penang, Malaysia: Research and Industry Linkage Centers of UiTM Perlis, UiTM Kedah, UiTM Perak and UiTM Penang.

29 June 2011

A Cross-Discipline Survey on University Students' Acceptance of Mobile Curriculum Vitae Developed Using Weblog

Main author | The 16th International Business Information Management Association (IBIMA) Conference (Innovation and Knowledge Management: A Global Competitive Advantage

- Mah, B. Y., Wan Syakira Meor Hissan, & Ch'ng, P. E. (2011). A cross-discipline survey on university students' acceptance of Mobile Curriculum Vitae developed using weblog. *The 16th International Business Information Management Association Conference Proceedings* (pp. 1615-1625). Kuala Lumpur, Malaysia: International Business Information Management Association.

1 December 2011

Semantic Mapping: A Visual and Structured Pre-Writing Strategy in the Process of Essay Writing

Main author | ESTEEM Academic Journal UiTM Pulau Pinang

- Mah, Boon Yih. (2011). Semantic mapping: A visual and structured pre-writing strategy in the process of essay writing. *ESTEEM Academic Journal UiTM Pulau Pinang*, 7(2), 81-92.

1 December 2011

Group-Arrange-Touch-up (GAT): A Method of Teaching Non-Native Mandarin Speakers in Restructuring Elementary Mandarin Sentence

Co-author | ESTEEM Academic Journal UiTM Pulau Pinang

- Hoe, Foo Terng, & Mah, Boon Yih. (2011). Group-Arrange-Touch-up (GAT): A method of teaching non-native Mandarin speakers in restructuring elementary Mandarin sentence. *ESTEEM Academic Journal UiTM Pulau Pinang*, 7 (2), 111-123.

31 December 2011

Developing a Mobile Curriculum Vitae Using Weblog: A Cross-Disciplinary Survey on University Students' Perception Based on Technology Acceptance Model

Main author | Journal of Southeast Asian Research

- Mah, B. Y., Wan Syakira Meor Hissan, & Ch'ng, P. E. (2011). Developing a mobile curriculum vitae using weblog: A cross-disciplinary survey on university students' perception based on Technology Acceptance Model. *Journal of Southeast Asian Research*, 2011 (2011), 1-11. doi: 10.5171/2011.919804

1 January 2012

Publishing Curriculum Vitae Using Weblog: An Investigation on Its Usefulness, Ease of Use, and Behavioral Intention to Use

Co-author | International Journal of Social and Human Sciences

- Ch'ng, P. E., Mah, B. Y., & Ch'ng, P. C. (2012). Publishing curriculum vitae using weblog: An investigation on its usefulness, ease of use, and behavioral intention to use. *World Academy of Science, Engineering and Technology Conference Proceedings*, 62(2012) (pp. 118-123). Kuala Lumpur, Malaysia: World Academy of Science, Engineering and Technology.
- Ch'ng, P. E., Mah, B. Y., & Ch'ng, P. C. (2012). Publishing curriculum vitae using weblog: An investigation on its usefulness, ease of use, and behavioral intention to use. *International Journal of Social and Human Sciences*, 6(2012), 199-204. Retrieved from <http://www.waset.org/journals/waset/v62/v62-23.pdf>

7 September 2012

The Challenges of L2 Writing for Tertiary Students: A Review on Learner, Instructor, and System Perspectives

Main author | National Conference on Postgraduate Research 2012

- Mah, B. Y., Irfan Naufal Bin Umar, & Thomas Chow, V. F. (2012). The challenges of L2 writing for tertiary students: A review on learner, instructor, and system perspectives [Abstract]. *National Conference on Postgraduate Research 2012 Proceedings* (p. 87). Kuantan, Malaysia: Universiti Malaysia Pahang.

1 December 2012

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

Co-author | Procedia - Social and Behavioral Sciences

- Er, A. N., Lim, T. H., & Mah, B. Y. (2011). Enhancing student-centered learning through usage of television commercials via wiki. *The 3rd International Conference on e-Learning 2011 Proceedings* (pp. 1-9). Bandung, Indonesia: i-Learn Centre, Universiti Teknologi MARA.
- Er A. N. & Lim, T. H., & Mah, B. Y. (2012). Enhancing student-centered learning through usage of television commercials via wiki. *Procedia - Social and Behavioral Sciences*, 67 (2012), 144-155. doi: 10.1016/j.sbspro.2012.11.315

25 April 2013

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

Co-author | The Asian Conference on Technology in the Classroom Conference 2013

- Arriaga, L. R., Khor, G. S., & Mah, B. Y. (2013, April). *Framework for the management of multimedia tools for teaching and learning of Spanish language*. Paper presented at The Asian Conference on Technology in the Classroom 2013, Osaka, Japan. Retrieved from http://iafor.org/Proceedings/ACTC/ACTC2013_Proceedings.pdf

25 April 2013

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

Co-author | The Asian Conference on Language Learning 2013

- Khor, G. S., Arriaga, L. R., & Mah, B. Y. (2013, April). *Errors analysis in hanyu pinyin pronunciation among the undergraduates from Universiti Sains Malaysia (USM) Engineering Campus*. Paper presented at The Asian Conference on Language Learning 2013, Osaka, Japan. Retrieved from http://iafor.org/Proceedings/ACLL/ACLL2013_Proceedings.pdf

25 April 2013

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

Main author | The Asian Conference on Language Learning 2013

- Mah, B. Y., Irfan Naufal Umar, & Thomas Chow, V. F. (2013, April). *L2 writing challenges for the undergraduates: A performance analysis and a literature review on SIL domains*. Paper presented at The Asian Conference on Language Learning 2013, Osaka, Japan. Retrieved from http://iafor.org/Proceedings/ACLL/ACLL2013_Proceedings.pdf

31 December
2013

Enhancing ESL Learners' Creative and Critical Thinking through Blogging

Main author | August Publishing

- Mah, B. Y. (2013). *Enhancing ESL learners' creative and critical thinking through blogging*. In M. K. Kabilan (Ed.), *Pedagogies for creative & critical thinking in ELT* (pp. 107–123). Selangor, Malaysia: August Publishing Sdn. Bhd.

4 December 2014

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

Main author | International Journal of Social, Education, Economics and Management Engineering

- Mah, B. Y. (2014). Web-based Cognitive Writing Instruction (WeCWI): A hybrid e-framework for instructional design. *International Journal of Social, Management, Economics and Business Engineering*, 8, 3436–3440. Retrieved from <http://waset.org/publications/9999748>

1 January 2015

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

Main author | International Journal of Social, Education, Economics and Management Engineering

- Mah, B. Y. (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*, 9, 281–286. Retrieved from <http://waset.org/publications/10000340>

20 November
2015

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

Main author | UPALS Language Colloquium 2015

- Mah, B. Y., & Khor, G. S. (2015). Poor writing skill among UiTM students: A qualitative systematic review of literature on SIL's learner domain. *UPALS Language Colloquium 2015 Proceedings* (pp. 23–34). Penang, Malaysia: Universiti Teknologi MARA Penang Branch.

30 September
2016

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

Co-author | UPALS Language Colloquium 2016

- Khor, G. S., Mah, B. Y., & Thomas Chow, V. F. (2016). Factors affecting Mandarin pronunciation among engineering undergraduates in Universiti Sains Malaysia: A perspective view. *UPALS Language Colloquium 2016 Proceedings* (pp. 29–33). Penang, Malaysia: Universiti Teknologi MARA Penang Branch.

30 September
2016

A Critical Review on the Course Selection for Web-Based Instruction (WBI) Integration

Main author | UPALS Language Colloquium 2016

- Mah, B. Y., Lim, T. H., Rosmaliza Mohamed, Rasaya Marimuthu, Liaw, S. C., & Rushita Ismail (2016). A critical review on the course selection for web-based instruction (WBI) integration. *UPALS Language Colloquium 2016 Proceedings* (pp. 40-44). Penang, Malaysia: Universiti Teknologi MARA Penang Branch.

29 October 2016

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

Main author | The 6th International Conference on Language, Education & Innovation

- Mah, B. Y. (2016). From SIL to WeCWI: Overcoming L2 learners' barriers to writing through web-based instruction [Abstract]. *The 6th International Conference on Language, Education & Innovation Programme* (p. xi). Ho Chi Minh City, Vietnam: Interdisciplinary Circle of Science, Arts and Innovation.

1 December 2016

WeCWI Integrated Formula: Empowering Teachers through Adaptive Learning Technology

Main author | ICELD 2016: International Conference on Education, Learning and Development Conference

- Mah, B. Y. (2016). WeCWI integrated formula: Empowering teachers through adaptive learning technology [Abstract]. *World Academy of Science, Engineering and Technology Conference Proceedings, 18* (12) (p. 465). Penang, Malaysia: World Academy of Science, Engineering and Technology.

10 December
2016

WeCWI: Integrating Language Acquisition and Composition Studies towards Literacy Development

Main author | The 6th International Conference on Language, Literature, Culture & Education

- Mah, B. Y. (2016). WeCWI: Integrating language acquisition and composition studies towards literacy development [Abstract]. *The 6th International Conference on Language, Literature, Culture & Education Programme* (p. xii). Singapore: Interdisciplinary Circle of Science, Arts and Innovation.

16 January 2017

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

Co-author | International Academic Research Journal of Social Science

- Suzana Ab Rahim, Mah, B. Y., & Zarina Suriya Ramlan. (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, 3*(1), 135-141. Retrieved from http://www.iarjournal.com/wp-content/uploads/IARJSS2017_1_135-141.pdf

16 January 2017

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

Co-author | International Academic Research Journal of Social Science

- Khor, G. S., Mah, B. Y., & Thomas Chow, V. F. (2017). Pronunciation errors in Mandarin among the engineering undergraduates: An analytical analysis. *International Academic Research Journal of Social Science, 3*(1), 71-76. Retrieved from http://www.iarjournal.com/wpcontent/uploads/IARJSS2017_1_71-76.pdf

16 January 2017

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

Main author | International Academic Research Journal of Social Science

- Mah, B. Y., Rushita Ismail, Liaw, S. C., Rasaya Marimuthu, Rosmaliza Mohamed, & Lim, T. H. (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*, 3(1), 98-103. Retrieved from http://www.iarjournal.com/wp-content/uploads/IARJSS2017_1_98-103.pdf

8 September
2017

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

Main author | UPALS Language Colloquium 2017

- Mah, B. Y. & Suzana Ab Rahim. (2017). The platform development of WeCWI instructional tool: A comparative systematic review. *UPALS Language Colloquium 2017 Proceedings* (pp. 48-57). Penang, Malaysia: Universiti Teknologi MARA Penang Branch.

30 July 2018

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

Co-author | INSIGHT Journal

- Liaw, S. C., Rasaya Marimuthu, Lim, T. H., Mah, B. Y., & Hoe, F. T. (2018). Oracy skills evaluation of students' RP performance through lecturer's, self and peer assessment. *INSIGHT Journal*, 2, 33-42. Retrieved from https://drive.google.com/file/d/1Rs170xL7JmqEH64cRngHrbVcy_Knp7sP/view

8 November 2018

Verbal Communication Self- Assessment Improvement Using Oracy Assessment Toolkit (OAT) in Role Play

Co-author | Creativity in Teaching and Learning: A Blueprint for Success

- Liaw, S. C., Rasaya Marimuthu, Lim, T. H., Hoe, F. T., & Mah, B. Y. (2018). *Verbal communication self-assessment improvement using oracy assessment toolkit (OAT) in role play*. In Rofiza Aboo Bakar, Suzana Ab. Rahim, & Farina Nozakiah Tazijan (Eds.), *Creativity in teaching and learning: A blueprint for success* (pp. 65–69). Penang, Malaysia: UiTM Penang Branch

30 July 2018

Oracy Skills Evaluation Of Students' RP Performance Through Lecturer's, Self And Peer Assessment

Co-author | Insight Journal UiTM Johor, Volume 2, 2018

- Liaw, S. C., Rasaya Marimuthu, Lim, T. H., Hoe, F. T., & Mah, B. Y. (2018). Oracy skills evaluation of students' RP performance through lecturer's, self and peer assessment. *Insight Journal UiTM Johor*, 2, 2018, 33–42.

PATENTS

21 January 2010

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

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright [600-UILC (IP. 5/2/4/1)]

25 July 2014

Web-based Cognitive Writing Instruction (WeCWI)

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright (LY2014001185)

24 April 2015

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

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright (LY2015000562)

4 May 2016

WeCWI Integrated Solutions

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright (LY2016001145)

4 May 2016

Web-based Cognitive Instructor (WeCI)

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright (LY2016001146)

4 May 2016

Web-based Cognitive Language Instructor (WeCLI)

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright (LY2016001147)

9 May 2016

WeCWI Enterprise

Intellectual Property Corporation of Malaysia (MyIPO)

- Copyright [600-UILC (IP. 5/2/6/3/CP)]

VOLUNTEERINGS

2014-present

Universiti Teknologi MARA (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
- Program *English Is Fun* 2016
- Program Khidmat Masyarakat *Fun with English* dan Penambahbaikan Anjung Bacaan Ibnu Sina 2017
- Program *A Joyful Language Day with Giat MARA Trainees*
- Program Penyerahan Barangan Keperluan Asas Pelajar Penerima Bantuan Zakat di "Free Market" APB UiTM Cawangan Pulau Pinang

September 2014

The Multimedia Development Corporation (MDeC)

DoMoreLah4Malaysia campaign

The DoMoreLah4Malaysia campaign is organised by Multimedia Development Corporation Sdn. Bhd., which 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 are driven by passion and technology who freely donate their time and skills to help build a better Malaysia. The Campaign was held from 1 September–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 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.*

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 to 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.*

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 and ideas to educators and fellow practitioners. The training focuses on interactive online learning environment that incorporates ICT in teaching and learning instructions. It offers new perspectives about integrating technology in education!*

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.*

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.*

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.*

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.*

