

# CURRICULUM VITAE



1. Name:  
**Professor Madya Ts. Dr. Azhari Bin Md Hashim**
2. Office Address:  
**Faculty of Art and Design,  
Universiti Teknologi MARA (UiTM) Cawangan Kedah,  
Kampus Sungai Petani,  
08400 Merbok, Kedah,  
MALAYSIA**

Position/Designation: **Associate Professor Ts. Dr.**  
Mobile no: **+6019 - 466 6491**  
Office/fax no: **+604 - 456 2521**  
Email: **azhari033@uitm.edu.my**  
**azharihashim@gmail.com**

3. **Academic Qualification:**
  - (i) Doctorate Degree: **PhD (Doctor of Philosophy) - 2012**  
University: **Swinburne University of Technology, Melbourne,  
AUSTRALIA**  
*Area of Expertise: User Emotion & Perception on Design Aesthetics*
  - (ii) Master Degree: **MA in Automotive Design - 2002**  
University: **Coventry University, West Midlands,  
UNITED KINGDOM**  
*Area of Expertise: Automotive Design*
  - (iii) Bachelor Degree: **Bachelor of Design (Industrial Design) - 1998**  
University: **Universiti Teknologi MARA, Shah Alam, Selangor,  
MALAYSIA**  
*Area of Expertise: Industrial Design*

## 4. Academic Background

Associate Professor Ts. Dr. Azhari Md Hashim holds a Bachelor of Design in Industrial Design from Universiti Teknologi MARA, Malaysia (1998), a Master's in Automotive Design from the Coventry University, United Kingdom (2002) and a Doctor Philosophy in Design from Swinburne University of Technology, Melbourne, Australia (2012). His expertise is specialized in emotion

and perception of design aesthetics, automotive design, and industrial design. It has experience managing industrial collaboration with industry and consultancy with several government and private universities at local and international levels. Previously served as Head of Faculty, Faculty of Art and Design, UiTM Kedah from 2015 to 2019 and Deputy Rector (Research, Industrial Linkages, Community and Alumni) UiTM Kedah from 2020 to 2024.

His supervisory experiences include graduating two PhD candidates as main supervisor and one PhD as Co-supervisor with Universiti Sains Malaysia (USM). Currently, supervise 13 PhD candidates as main supervisor and 3 candidates as co-supervisors with Universiti Putra Malaysia UPM. Has involved as external examiner for post-graduate thesis and viva session for Universiti Pendidikan Sultan Idris UPSI (3 master & 2 PhD), Universiti Malaysia Sarawak UNIMAS (1 master), Universiti Putra Malaysia UPM (1 master), City University (2 PhD), University of Queensland, Australia (1 PhD) and Universiti Sains Malaysia USM (2 master) and as internal examiner for Universiti Teknologi MARA UiTM (3 master & 4 PhD).

## 5. **Brief Career History** (Administrative/External Expert/Invitation Experience)

\*Latest recent record of 5 years

Year	Committee Name	Position	Contribution / Achievement
8 Mei 2025	Panel Penilai MQA untuk Universiti Kuala Lumpur Kampus Cawangan Malaysia Iatly Design Institute (UniKL MIDI)	Pengerusi Panel Penilai	Program Bachelor of Design (Honours) in Industrial Design (MQA/FA 15557) Universiti Kuala Lumpur Kampus Cawangan Malaysia Iatly Design Institute (UniKL MIDI)
7 Mar 2025	Panel Penilai MQA untuk Raffles University (Johor Bahru)	Panel Penilai	Program Master of Design (MQA/FA 15789) Raffles University (Johor Bahru)
8 Feb 2024	Panel Penilai MQA untuk Taylors University	Pengerusi Panel Penilai	Program Doctor of Philosophy in Design Management (MQA/FA 11668) Taylors University
7 Mar 2023	Panel Penilai MQA untuk Asia Pacific University of Technology and Innovation, Selangor	Pengerusi Panel Penilai	Program Bachelor of Arts (Honours) in Industrial Design (MQA/FA 11898) Asia Pacific University of Technology and Innovation
8 Mar 2023	Viva and Master Theses Examiner for <i>Master of Science</i> , Universiti Putra Malaysia (UPM)	External Examiner	External Examiner for Theses and Viva Master Student, Fatimahwati binti Hamzah, Title 'The importance of assistive technology devices to promote independent living of children with Cerebral Palsy'
30 Jun 2022	Panel Penilai MQA untuk Kolej Universiti Selatan	Pengerusi Panel Penilai	Program Bachelor of Design (Honours) Industrial Design (MQA/FA 11146) Kolej Universiti Selatan
28 Feb 2022	Pengurus MOU UiTM dan OTTIMO Technology Sdn. Bhd.	Pengurus MOU UiTM - Industri	Menguruskan MOU dan aktiviti dengan industri

7 Feb 2022	Panel Penilai MBOT untuk Kolej Vokasional Kuala Selangor	Panel Penilai MBOT	Program Diploma Animasi 3D (MBOT/FA/AM/0/01/0005) Kolej Vokasional Kuala Selangor
01 Mac 2022	Panel Penilai MQA untuk Universiti Kuala Lumpur Kampus Cawangan Malaysia Italy Design Institute (UniKL MIDI)	Panel Penilai MQA	Program Bachelor of Design (Honours) in Industrial Design (MQA/PA 15557) Universiti Kuala Lumpur Kampus Cawangan Malaysia Italy Design Institute (UniKL MIDI)
20 Jan 2022	Panel Penilai MQA untuk PPT DRB-Hicom Univ. of Automotive Malaysia	Panel Penilai MQA	Program Master of Science in Industrial Design (MQA/FA 8860) DRB-Hicom Univ. of Automotive Malaysia
1 Jan 2022	Advisor of Journal Voice of Academia (VOA) UiTM Kedah	Advisor	Advisor for VOA (Indexed in MyCITE)
10 Dis 2021	Penilai luar (Ahli Akademik) Program Akademik Universiti Sultan Idris (UPSI)	Penilai Luar	Penilai Luar program Sarjana Muda (Seni) dengan Kepujian, UPSI
21 July 2021	Panel penilai akreditasi program MBOT Malaysian Board of Technologist	Pengerusi Panel Penilai MBOT	Pengerusi Panel Penilai Akreditasi Program Diploma Multimedia, UniKL MIIT
15 June 2021	Viva and PhD Theses Examiner for <i>Doctor of Philosophy</i> Universiti Pendidikan Sultan Idris (UPSI) Tanjung Malim, Perak	External Examiner	External Examiner for Theses and Viva PhD Student, Mohd Ekram Al Hafis bin Hashim Title ' <i>Synergising Aesthetic Experience (AX) And User Experience (UX) Construct for Aesthetic User Experience (AUX) Model in Augmented Reality Comics (AR Comic)</i> '
7 Mac 2021	Panel penilai akreditasi program MBOT Malaysian Board of Technologist	Pengerusi Panel Penilai MBOT	Pengerusi Panel Penilai Akreditasi Program Sarjana Muda Reka Bentuk (Kepujian) dalam Reka Bentuk Industri, UniKL MIDI
29 June 2021	Viva and Master Theses Examiner for <i>Master</i> Universiti Malaysia Sarawak, UNIMAS	External Examiner	External Examiner for Theses and Viva Master Student, Adi Bunyamin bin Ahmad Zamzamin Title ' <i>Poptacular: Factors that Influences the Popularity of Funko Pops Among Malaysian Toy Collectors</i> '
26 Nov 2020	International Conference on Design innovation, social Science & Technology ICDISST 2020, UNIMAP Perlis	Invited Speaker	Invited Speaker for International Conference

6. **Field of Specialization**

- Industrial Design; Automotive Design; Product Design;
- User Emotion & Perception in Design Aesthetics;
- User Psychology Response; Experimental Aesthetic Method.

7. **Current Research Areas/Topics/Interest**

- Creative Industry Entrepreneurship; Personality Talent;
- Social and Community Entrepreneurship;
- Environmental Art & Creative Industry

**Research Grant**

\*Latest recent record of 5 years

Year	Grant and Contribution	Amount
2023	Developing a hybrid virtual reality overlay in motorcycle design process, Co Researcher, Matching Grant with International partners Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia 2023	RM 5,000.00
2023	Exploring idea generation of parametric concept on industrial product design, Co Researcher, Matching Grant with International partners Suan Sunandha Rajabhat University SSRU, Bangkok, Thailand 2023	RM 5,000.00
2022	Strategic Planning for Uplifting Scholarly Doctorates Among Peer Members, Main Researcher, Grant Penyelidikan Sanjung Sarjana (GSS) 2022	RM 3,000.00
2022	Improving Learning Life in 3D: The Feasibility of 3D Printing for Creating Personalized Orthoses among UiTM Special Education Needs (SEN) Students, Main Researcher, Grant MyRA	RM 5,000.00
2020	Profil Bakat Personaliti di Kalangan Pelajar Sekolah Zakat Kedah, Lembaga Zakat Negeri Kedah Grant, Main researcher	RM 5,000.00

8. **Number of Postgraduate Students Supervised**

Programme	Status	Main Supervisor (UiTM)	Co-Supervisor (UiTM)	Co-Supervisor Other University
PhD	Graduated	2	1	1
	In Progress	14	2	2 (UPM)
Master (By Research)	Graduated	1	-	-
	In Progress	-	1	-
	Graduated	1	-	-

Master (By Mixed mode & Coursework)	In Progress	-	-	-
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9. **Number of Publications**

No.	Types of Publication	Quantity
1.	Journal	14
2.	Proceeding	9
3.	Book	3
4.	Other Publication	81

10. **List of Significant Publications**

11. \*Latest recent record of 5 years

Year	Title and Type of Publication
2024	Design and synthesis of few-layer molybdenum oxide selenide encapsulated in a 3D interconnected nitrogen-doped carbon anode toward high-performance sodium storage, Co-author, Scopus Journal: New Journal of Chemistry, 2024
2024	Challenges and Opportunities among Local Entrepreneurs in Malaysian Arts and Crafts Industries following Post-COVID-19 Pandemic, Main-author, WoS Proceeding, 2nd International Conference on Business, Finance, Management and Economics (BIZFAME), Vol. 8, No. SI 15, 2024
2024	Computer Artificial Intelligence Technology in CAD Industrial Drafting and Design Platform System: A Review, Co-author, Scopus Proceeding: 2023 IEEE 3rd International Conference on Data Science and Computer Application (ICDSCA), 2024
2024	Exploratory Approach Utilising Virtual Reality Technology Tools for Dongba Script Cultural Heritage Promotion, Corresponding author, MyCite Journal: Voice of Academia VOA, Vol. 20, No. 1, 2024
2023	Enhancing Life Still Sketch Skills Through Virtual Reality Technology: A Case Study at Mianyang Teachers' College, Sichuan, Co-author, Chapter in SCOPUS Research books: Embracing Cutting-Edge Technology in Modern Educational Settings, Co-author, 2024
2023	Influencing Factors on the Decorative Art Features of Traditional Windows and Doors in the South Yangtze River Regions of China, Co-author, Voice of Academia VOA (MyCITE indexed journal), Vol. 19, No. 1, 2023
2023	Visual Presentation of Cyberspace: Analyzing the Production Design of The Film, Free Guy, Co-author, Journal of Information System and Technology Management (JISTM), (MyCITE indexed journal), Vol. 7, No. 29, 2023

2023	From Opposing Spaces to Fuzzy Boundaries: Exploration of Visual Images of Cyberspace from the Perspective of Production Design, Co-author, Journal of Information System and Technology Management (JISTM), (MyCITE indexed journal), Vol. 7, No. 29, 2023
2022	Distance Learning in Malaysia's North Higher Education Provider During the Pandemic: Challenges and Improvements, Main Presenter, International Conference on Social Sciences and Humanities (IBU-ICSSH22)
2022	Penerbitan buku Terbitan Dewan Bahasa dan Pustaka DPB bertajuk 'Reka Bentuk Perindustrian: Realisasi Projek Reka Bentuk Automotif Secara Praktikal' tahun 2022, ISBN 9789834933173
2021	Biomimicry Approach Adapted from The Fundamentals of Design Development Process, Corresponding Author, Journal of Creative Practices in Language Learning and Teaching CPLT, Vol. 9, No. 2, 2021
2021	Nature Imitating Attribute Adapted in Design Learning Process via Users Perspectives, Author, Proceeding Paper at Technology, Science, Social Sciences and Humanities International Conference TeSSHI 2021: The Virtual Series, UiTM Kedah pp 120-128
2020	Triggering Emotional Value Through Aesthetics of Compact Car Design in Malaysia Proceeding Paper, Co-author Langkawi International Multidisciplinary Conference 2020 (2nd LIMC 2020) pp 1-8
2020	Identification Instrument of Talent Screening Toward Prospective Art, Co-author, Voice of Academia pp. 101-109
2020	The perception and satisfaction towards product appearances by ageing consumers, Co-author, International Journal of Advanced Science and Technology, SCOPUS Q4, pp. 775-781

## 12. Academic Ecosystem

Year	Position	Professional Body Name
2023	Lifetime Member	Persatuan Ekonomi Pengguna & Keluarga Malaysia (MACFEA) No. 10276
2019	Member	Human Factors and Ergonomics Society (HFEM) Malaysia No: 8007995
2018	Professional Technologist	Malaysian Board of Technologist (MBOT) No: PT17120154
2018	Graduate Technologist	Malaysian Board of Technologist (MBOT) No: GT17120344
2017	Member	Malaysian Design Council (No Ahli 1-A-000344)

2017	Member	Malaysian Invention and Design Society (MINDS) (No. Ahli 2203)
2017	Fellowship	Royal Society for the Encouragement of Arts, Manufacturers and Commerce (FRSA) ( <i>Membership No. 8132848</i> )
2015	Affiliate Member	Chartered Institute of Marketing UK ( <i>Membership no. 38456493</i> )

### 13. References

- 1) Prof. Dr. Roshima Hj Said  
**Rector,**  
Universiti Teknologi MARA (UiTM) Kedah,  
Kampus Sungai Petani, 08400 Merbok, Kedah,  
MALAYSIA  
Tel: +60 4 456 2222  
Mobile no: +6013 446 2446
  
- 2) Prof. Madya Ts. Dr. Azhar Abd Jamil  
**Dean,**  
Faculty of Art and Design,  
UiTM Shah Alam, 40450 Shah Alam, Selangor,  
MALAYSIA  
Tel: +60 3 5544 4001 / 4104