

**KEPUTUSAN PERMOHONAN SKIM GERAN PENYELIDIKAN
FUNDAMENTAL BAGI PENYELIDIK BAHARU (FRGS-RACER) FASA 1/2019
UNIVERSITI UTARA MALAYSIA**

Bil.	Pusat Pengajian	Ketua Penyelidik	Tajuk	Kluster	Sub Kluster	Peruntukan diluluskan (RM)
1	SAPSP	Dr. Farah Nadia Binti Mohd Faudzi	Pembinaan Instrumen Sikap kepada Orang Tua dan Hubungannya terhadap Kesiediaan sebagai Penjaga Orang Tua	Social Sciences	Psychology	30,000.00
2	SAPSP	Dr. Mohd Azrin Mohd Nasir	Pembinaan Model Kesihatan Mental Remaja Luar Bandar (Youth Mental Health Model For Rural Area - YMH4RA)	Social Sciences	Psychology	30,000.00
3	SAPSP	Dr. Nor A'tikah Binti Mat Ali	Model Kesihatan Mental Dan Tingkah Laku Kewarganegaraan Organisasi Pegawai Polis Di Malaysia Dalam Menghadapi Era Revolusi Industri 4.0	Social Sciences	Psychology	30,000.00
4	SAPSP	Dr. Suzila Binti Ismail	Model Religiositi Dan Sikap (Komitmen) Pembayaran Balik Pinjaman Pendidikan	Social Sciences	Psychology	30,000.00
5	SAPSP	Dr. Zalmizy Hussin	Development of Psychographic Personality Model Among Adolescents with Disruptive Behavior from Digital Footprints	Social Sciences	Psychology	30,000.00
6	SEML	Dr. Farah Mohamad Zain	Kerangka Rekabentuk Realiti Luasan dalam Pengalaman Pembelajaran Imersif (RRLuPPI) untuk Pendidikan 4.0	Arts and Applied Arts	Education	30,000.00
7	SEML	Dr. Siti Nazuar Binti Sailin	Development of Professional Teaching E-Portfolio (PRO-TEP) Framework for New Millennial Educators	Arts and Applied Arts	Education	40,000.00
8	SLCP	Dr. Hasliza Bt Abd Halim	Building digital folklores data: Tracking and modelling Malaysian traditional oral performances	Arts and Applied Arts	Language and Linguistic	30,000.00
9	SLCP	Dr. Jazliza Jamaluddin	Pemeliharaan Dan Pemuliharaan Makanan Warisan Melayu Kedah Untuk Tujuan Dokumentasi Dan Komersial	Natural and Cultural Heritage	Culture	20,000.00
10	SLCP	Dr. Mohd Tarmizi Hasrah	Pembinaan Model Perubahan Dialek Melayu Semenanjung Dari Perspektif Ekologi	Arts and Applied Arts	Language and Linguistic	30,000.00
11	SLCP	Dr. Nor Azlah Sham Rambely	Kerangka Warga Konservasi Digital Malaysia (Mykonservasi): Klasifikasi "Jejak Warisan" Alor Setar Dan Taiping Berdasarkan Kaedah "Citizen Science" Bagi Tujuan Pelestarian Pelancongan Warisan Di	Natural and Cultural Heritage	Tourism	30,000.00
12	SLCP	Dr. Nor Hanani Binti Ismail	Pembinaan Modul AI-Qalb Bagi Mencapai Kemahiran Berfikir Aras Tinggi (KBAT) Dalam Kalangan Murid Ulul Albab	Arts and Applied Arts	Education	30,000.00
13	SLCP	Dr. Sharifah Binti Ismail	Indeks Kematangan Sosial Malaysia (IKSM): Survei dan Klasifikasi Berteraskan Indeks Kesejahteraan Rakyat Malaysia (IKRM) Bagi Tujuan Keharmonian Kaum.	Arts and Applied Arts	Civilization	30,000.00
14	SLCP	Dr. Zamimah Osman	Pembinaan Model Sistem Pengurusan Penerbitan Buku Secara Dalam Talian (Obsm) Ke Arah Mendepani Revolusi IR 4.0	Arts and Applied Arts	Language and Linguistic	30,000.00
15	SMMTC	Dr. Azizah Che Omar	Design Model for Sign Language in Digital Society 5.0: Hybridizing Nielsen and Molich's Design Guidelines	Information and Communication Technology	Software	26,200.00
16	SMMTC	Dr. Azlina Binti Kamaruddin	Pembangunan Model Komunikasi Keluarga Dalam Pengesanan Awal Tingkahlaku Penyalahgunaan Dadah Berdasarkan Paparan Informasi Berunsur Pemujukan Di Media	Social Sciences	Communication	30,000.00
17	SMMTC	Dr. Azliza Bt Othman	Persuasive Multimedia Design Model for Game Based Learning to Enhance Children's Awareness of Child Sexual Abuse	Information and Communication Technology	Software	30,000.00
18	SMMTC	Dr. Jamilah Jamal	Developing A Governmental Crisis Communication Framework For Online Messages To Strengthen National Security	Social Sciences	Communication	30,000.00
19	SMMTC	Dr. Rohana Mijan	The Exploration of Link Between Digital Branding Strategy with Malaysia Cyber Security Strategy: A Development of Grand Strategy Model	Social Sciences	Communication	30,000.00
20	SMMTC	Dr. Subashini A/P Annamalai	A Computational Thinking Model For Game Based Learning To Enhance Students' Mathematical Problem Solving Skills	Information and Communication Technology	Software	36,500.00
21	SMMTC	Dr. Suhaini Binti Muda	Developing an Inclusive Model of Leadership Communication to Empower Women Refugee Community	Social Sciences	Communication	30,000.00
22	SOC	Dr. Azizi Abas	RGB coloured QR Code model for steganography	Information and Communication Technology	Computer Networks	32,000.00
23	SOC	Dr. Juhaida Abu Bakar	Text Simplification using Hybrid Semantic Compression and Support Vector Machine for Troll Threat Sentences	Information and Communication Technology	Artificial Intelligence	30,000.00
24	SOC	Dr. Khuzairi bin Mohd Zaini	A New Traffic Offloading Mechanism in Heterogeneous Wireless Network Based on User Profiling	Information and Communication Technology	Computer Networks	32,000.00
25	SOC	Dr. Muhammad Syafiq Bin Mohd. Pozi	A New Information Model of Stakeholders Expertise for Strategic Groups in Malaysian Higher Learning Education System and Selected Members of Asia Pacific Economic Region (APEC)	Social Sciences	Communication	30,000.00
26	SOC	Dr. Nur Hani Binti Zulkifli Abai	An IoT based Smart Patient-Centered Care Model for Elderly	Information and Communication Technology	Information System	30,000.00
27	SOC	Dr. Shafinah Farvin Bt Packeer Mohamed	A sustainable software architecture for software process quality assessment and certification	Natural and Cultural Heritage	Software	30,000.00
28	SOC	Dr. Sharhida Zawani binti Saad	A model of Children's Navigational Behavior using Click Association Algorithm	Information and Communication Technology	Artificial Intelligence	30,000.00

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Bil.	Pusat Pengajian	Ketua Penyelidik	Tajuk	Kluster	Sub Kluster	Peruntukan diluluskan (RM)
29	SOC	Dr. Syahida Binti Hassan	An Extended Protection Motivation Theory for Cyber Fraud Protection	Information and Communication Technology	Information System	30,000.00
30	SQS	Dr. Mazlan Mohd Sappri	A New Framework on Success Factors of Social Media Applications Usage.	Information and Communication Technology	Information System	30,000.00
31	SQS	Dr. Mohd Saiful Adli bin Mohamad	Development of Performance Evaluation Model for Public Key Cryptography	Information and Communication Technology	Information System	33,500.00
32	SQS	Dr. Nor Hasliza Binti Mat Desa	Development of Poverty Indicator with Aggregated Weights and its relationship with poverty index scores using Beta Regression Mode	Pure and Applied Science	Mathematics and Statistics	32,750.00
33	SQS	Dr. Norhayati binti Yusof	Developing a Performance Metric for Social Media User Engagement of Higher Education Branding	Social Sciences	Sociology	30,000.00
34	SQS	Dr. Nurakmal Binti Ahmad Mustaffa	A Green Fuzzy Multi-Criteria Pharmaceutical Waste Disposal Management	Pure and Applied Science	Mathematics and Statistics	30,000.00
35	SQS	Dr. Ros Idayuwati Binti Alaudin	Replacement Rate Model For Projecting Retirement Wealth Adequacy In Malaysia	Pure and Applied Science	Mathematics and Statistics	30,000.00
36	SQS	Dr. Wan Laailatul Hanim Binti Mat Desa	A System Dynamics Deforestation Model Towards Conservation of Forest in Malaysia	Pure and Applied Science	Mathematics and Statistics	33,360.00
37	SBM	Dr. Hadziroh Ibrahim	Safety Reporting Behavior: Validation Of Scale And Implication To Occupational Safety And Health In SMEs In Malaysia	Social Sciences	Management [Organisational Behaviour, Entrepreneurship]	38,500.00
38	SBM	Dr. Jauriyah Binti Shamsuddin	A New Multi Criteria Decision Making-Sentiment Analysis Model to Evaluate Customer Focused Performance for Malaysian Food Service Industry	Social Sciences	Management [Organisational Behaviour, Entrepreneurship]	30,000.00
39	SBM	Dr. Yusmani Mohd Yusoff	Establishing a Sustainable Business Model for the Start-ups in Malaysia	Social Sciences	Management [Organisational Behaviour, Entrepreneurship]	30,000.00
40	SEFB	Dr. Abd. Halim @ Hamilton Bin Ahmad	Developing sustainable digital banking ecosystem by integrating financial inclusion towards achieving financial stability in Malaysia	Social Sciences	Business [incl. Accounting, Finance & Marketing]	34,200.00
41	SEFB	Dr. Nur Hafizah Binti Mohammad Ismail	Modelling the Effect of Carbon Dioxide (CO2) Emissions on Economic Efficiency in Malaysia	Social Sciences	Business [incl. Accounting, Finance & Marketing]	30,000.00
42	SEFB	Dr. Nur Marina Abdul Manap	Designing Halal Food Security Framework: Maqasid Shariah Compliance Perspective In Malaysia	Social Sciences	Economics	30,000.00
43	SEFB	Dr. Rusmawati Ismail	Fundamental Study On Financial Literacy: Understand And Solution Among Children In Northern Region Of Malaysia.	Social Sciences	Business [incl. Accounting, Finance & Marketing]	30,000.00
44	STML	Dr. Mohd Norhasni Mohd Asaad	A New Advanced Manufacturing Technology model for Food Industry among SME towards nation sustainability based on The Industrial Revolution 4.0	Social Sciences	Management [Organisational Behaviour, Entrepreneurship]	30,000.00
45	TISSA	Dr. Mohd. Amir bin Mat Samsudin @ Mohd. Sham	CEO Power in Operating Performance Moderated by Board of Directors Effectiveness during the Tax Transition from GST to SST 2.0	Social Sciences	Business [incl. Accounting, Finance & Marketing]	30,000.00
46	TISSA	Dr. Raja Haslinda binti Raja Mohd. Ali	Developing a New Model of Big Data Analytics Adoption and Its Impact on Auditors' Well-being.	Social Sciences	Business [incl. Accounting, Finance & Marketing]	30,000.00
47	TISSA	Dr. Ropidah Binti Omar	Developing Crowdfunding Model: An Option for Start-up Businesses for Wealth Creation	Social Sciences	Business [incl. Accounting, Finance & Marketing]	33,334.00
48	TISSA	Dr. Saliza Binti Abdul Aziz	Towards Transparency and Efficiency of SST 2.0: The Framework of Tax Compliance	Social Sciences	Business [incl. Accounting, Finance & Marketing]	36,300.00
49	TISSA	Dr. Zaimah Bt Abdullah	Designing the Fair Value Assessment Model for Agricultural Companies	Social Sciences	Business [incl. Accounting, Finance & Marketing]	35,250.00
50	TISSA	Dr. Zakiah Binti Sharif	Developing a new whistle-blowing mechanism for enhancing Malaysian social wellbeing among public Higher Learning Institutions (HLIs) staffs .	Social Sciences	Business [incl. Accounting, Finance & Marketing]	20,260.00
51	SoIS	Dr. Siti Darwinda Binti Mohamed Pero	Securitizing of Refugee Discourse: Empowering the role of civil society as 'securitizing actor' in the midst of Rohingya Refugees Influx in Malaysia	Social Sciences	Political Science	30,000.00
52	SoIS	Dr. Wan Nurisma Ayu Bt. Wan Ismail	Who is HENRYs? Developing a VA(L)B Framework in Conspicuous Consumption of Luxury Market in Malaysia.	Social Sciences	Business [incl. Accounting, Finance & Marketing]	30,000.00
53	SoL	Dr. Ani Munirah binti Mohamad	Cloud Computing Governance Model For Higher Education	Arts and Applied Arts	Policies and Law	29,390.00
54	STHEM	Dr. Jasmine Zea Raziah Radha Binti Rashid Radha	Conserving biodiversity through zoo tourism: Developing the right servicescape for zoo visitors	Natural and Cultural Heritage	Tourism	30,000.00