



PERSONAL DETAILS

Name : Dr Normal Binti Mat Jusoh (PhD)
Gender : Female
Date of Birth : 30th August 1970
Nationality : Malaysian
Marital Status : Married
Permanent Address : 155, Jalan Seloka, Taman Bahagia Senai, 81400 Johor

Correspondent Address : Block N28, Faculty Computing, UTM Skudai 81310 Johor

Tel : (Mobile) : 60123297093 (Office): (Fax):
 E-mail : normal@utm.my, normalmj88@gmail.com
 Website : comp.utm.my/normal
 ID Staff : 7439

Expertise : Entrepreneurship & Innovation
 Digital Media Acceptance/ Adoption
 User-Centered Design & Testing
 Human Computer Interaction
 Statistical Method

ACADEMIC QUALIFICATIONS

2015 : Doctor of Philosophy (Management)
 Faculty Management, UTM
 1998 : Msc. In Multimedia Information System
 University Of Portsmouth , UK
 1997 : BEng(Hons) Manufacturing System Engineering.
 University Of Portsmouth, UK

AWARD AND HONORS RECEIVED

19th May 2015: **Supervision Awards/Achievement**
8th UTM Innovation Competition 2015.

- i) GOLD MEDAL – LETSEAT-MOBIL FOOD SENTRAL SOFTWARE APPLICATION
- ii) SILVER MEDAL- KANDEL (K-HANDLE) INNOVATION PRODUCT
- iii) BRONSE MEDAL-BUZZAP(BUS TRACKING SYSTEM)
- iv) BRONSE MEDAL – TREASURER, DIGITAL GAMES

PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION

Positions/Employer

1 Jan 2001 – 31 Disember 2003 –Project Manager of E-Melaka, K-Economy Section, Department of Chief Minister Melaka, Melaka.

1 Jun 2009- 16 November 2009- Member of 2009 Cultural Partnership Initiative Asian Game Research and Development Training Hosted By Korea Creative Content Agency at South Korea.

Professional Membership

- i. Member, IEEE Computer Society, Membership No. **92261497**., Jan 2015
- ii. Member, IEEE Malaysian Section, Membership No: **92261497**, Jan 2015

ADMINISTRATIVE EXPERIENCE

Faculty Level

Positions/Employer

18 Sept 2014
UTM.J.02/19.11/1 Jld 13(19)

- i) 18 Sept-23 Oktober 2014. Chairman 2014 Teambuilding Program of Software Engineering Department

1 Jan 2013
UTM.J.28.02/10.14/1 Jld 3 (30)

- ii) Jan 2013-Dis 2015 – Committee member of Faculty Task Force Harvard Business School.

19 Sept 2013
UTM.J.28.02/13.18/1/5/Jld.4 (8)

iii) Sept 2013-Sept 2017 - Faculty Student Academic Advisor , for intake student session 2013/2014.

17 August 2010
UTM.28/ 14.10/1/21 Jld.5(143)

iv) 1 July 2010- 30hb Jun 2012. Head of Internationalization Committee, Faculty Computer Science and Information System

6 Jan 2006
UTM.28/14.11/1/24(2)

v) 1 jan 2006- 30 Dis 2007 – Head of Multimedia Reserach Laboratory for Graphics and Multimedia Department.

17 August 2005
UTM.28/12.20/1 Jld.4(54)

vi) 1 Aug 2005- 1 Aug 2007- Committee member of Marketing & Promotion Faculty Computer Science and Information System Internationalization Committee

University Level

Positions/Committe

25 November 2015
UTM.J.06.01.13.16/1

i) 1 Jun 2015 - 30 Jun 2017 - Appointed as Chairman of UTM Tunas Harapan Program by TNCHEMA.

12 Jan 2010
UTM.WANGI/24.11/1/17(3)

ii) 3 Desember 2009- Appoint as Central Committee Member of UTM WANGI during Central Committee Meeting Bil.1/2009.

OTHERS EXPERIENCE

NATIONAL COMMITTEE

- i) Appointment as Local Committee for the 4th International Conference on Computer Graphics and Interactive Techniques in Australasia and South East Asia (GRAPHITE 2006) on 29th November-2nd December 2006 at Kuala Lumpur.

INTERNATIONAL APPOINTMENT/COMMITTEE

- i) Appointment as Committee Member for the International Conference on Research and Innovation in Information System (ICRIIS'2015) 8th-10th Disember 2015 at Melaka .
- ii) Technical Committee International Conference on Interactive Digital Media (ICIDM2012) 3 – 4 Disember 2012, Langkawi, Kedah.
- iii) Appointment as Committee Member for the International Symposium on Bio-Inspired Computing(BIC'2005) 5th-7th September 2005 at Johor.

RESEARCH ACTIVITIES

RESEARCH PROJECT UNDERTAKEN

Project Leader/Project Member

- PY/2014/02615** i) Project Leader, Mediator and Moderator Effect on the Relationship Between Independent Variable Behavioral and Engagement of Playing Digital Game. Budget approved RM20,000.
- PY/2011/00503** ii) Project Leader, Fixed Spherical n Points Density- Based Cluster Technique (Fixdec) For Cloth Simulation. Budget approved RM40,000.
- PY/2011/ 00404** iii) Project Member, Level of Detail Multi-Layer Images and Dynamic Light Sources Technique for Soft Shadows Generation in Augmented Reality Environment. Budget approved RM 40,000.

FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS FUND)

Project Leader/Project Member

8/4/2010

- UTM. 01.07/25.10/3/78658-e(3) I) Project Leader. The Study of Acceptability of Computer Games Entertainment Technology In Malaysia: Decomposed Theory Planned Behavior. Vot FRGS 78658, Budget approved RM 52,000.

RESEARCH PROJECT COLLABORATION WITH JOHOR STATE OF GOVERNMENT (2015)

- i) Project Leader. Project Tunas Harapan UTM. The budget agreed RM85,000 (Jun-August 2015 (Vot.935 UTSB)).

CONTRACT RESEARCH PROJECT AWARDED BY ISKANDAR MALAYSIA (2012)

- i) Project member. Software Kinect For Iskandar Malaysia Logo Natural Interaction. The budget agreed RM24,000 (Jan-Mac 2012: UT.KORP/1.11 Jld 4(84) UTSB)

CONTRACT RESEARCH PROJECT AWARDED BY MINISTRY OF ENTREPRENEURSHIP DEVELOPMENT (2001)

- i) Project Leader. Implementation E-Commerce and Training. The budget agreed RM31,552 (Jun-Desember 2001)(UTM.01. 12/27.10/2 (70) Biro Inovasi Dan Perundingan,UTM) (Kpun:LK20/778/4/klt.3, 19 Jun 2001)
- ii) Project Leader. Efficiency and Implementation of Cyber Cafe and Training. The budget agreed RM33,540 (Feb-Mei 2001)(UT.CC-CONS-2.239(85)(UTSB Vot.239, 28 Feb 2001)

PATENT FILED/DISCLOSURE

- i) Normal Mat Jusoh, Zulfadli Bin Zakari. Preventive Care Medical System (PCMS) .NMJ 10185 (UTM.J.14.01/27.13/1JLD101(85))
- ii) Normal Mat Jusoh, Muhammad Anwar Bin Ahmad.Trauma Information Collected System (TICS). NMJ 10186 (UTM.J.14.01/27.13/1JLD101(85))

TEACHING ACTIVITIES

Semester	Sem	Subject Code	Subject	Credit Hour	Total
1998/1999	2	SCA3103	Introduction to Multimedia	3	42
1999/2000	1	SCK4123	Computer Aided Learning with Multimedia	3	42
2003/2004	2	SCK3703	Interactive Multimedia Design	3	42
2004/2005	1	SCA3113	Multimedia Development	3	42
2005/2006	2	SCK 3623	System Multimedia	3	42
2007/2008	1	SCV1023	Human Computer Interaction	3	42
2008/2009	2	SCA3703	Communication Multimedia Interactive	3	42
2009/2010	1	SCP1103	Programing Technique 1	3	42
2010/2011	2	SCK3703	Multimedia Marketing	3	42
2011/2012	1	SCV4523	Multimedia Interactive Development	3	42
2012/2013	2	SCD4763	IT Entrepreneurship	3	42
2012/2014	1	UKQU2202	Innovation & Creativity	3	42
2014/2015	2	SCSD4823	Knowledge Management System	3	42
2015/2016	1	SCSD1513	Technology & Information System	3	42

SUPERVISION***PhD Student***

Year	No.	Name	Status	Title	Roles of Supervision
2015	1.	Yazlinda Binti Yaakob	Ongoing 2015 - 2017	Mediator and Moderation Effects on the relationship between behavior Intention and Engagement of playing digital games	Co-Supervisor

PUBLICATIONS

JOURNAL

INDEXED /Scopus Journal :

1. **Normal, M.J.** , MdNor, K. , Ishak, B.I. Fun beliefs in digital games from the perspective of human nature: A systematic review (2014) *ISTMET 2014 - 1st International Symposium on Technology Management and Emerging Technologies, Proceedings*, art. no. 6936534, pp. 359-364
2. Bin Ismail Ishak, **Normal Mat Jusoh**, Jasmy Yunus, Abdul Kadir Abu Bakar. Decision Neuroscience Modelling of Motivation for Application the Rehabilitation of People With Mental Disabilities. *ARNP Journal of Engineering and Applied Sciences*. Vol.10. No.23, December 2015, ISSN 1819-6608, pp. 18247-18252 (Impact Publication:0.345)
3. Bin Ismail Ishak, **Normal Mat Jusoh**, Jasmy Yunus, Abdul Kadir Abu Bakar. Digital Health Informatics to Monitor The Quality of Individual Placement & Support Model of Supported Employment (IPS-SE) Services in Malaysia. *ARNP Journal of Engineering and Applied Sciences*. Vol.10. No.23, December 2015, ISSN 1819-6608, (Impact Publication:0.345)
4. Siti Nazirah Bt Muhamad Zainuldin, Aryati Bt Bakri, Nor Hawaniah Bt Zakaria, **Normal Mat Jusoh**, Ng Kien Heng. Design a Courseware Basic Arabic Sound Learning Courseware Using Outcome/Change Design Matrix. . *ARNP Journal of Engineering and Applied Sciences*. Vol.10. No.23, December 2015, ISSN 1819-6608, pp. 18247-18252 (Impact Publication:0.345)
5. Mohd Kufaisal bin Mohd Sidik, Mohd Shahrizal bin Sunar ,Ismahafezi bin Ismail ,Mohd Khalid bin Mokhtar ,**Normal binti Mat Jusoh**. A Study on Natural Interaction for Human Body Motion Using Depth Image Data. *DMDCM 2011 Digital Media and Digital Content Management, Workshop on Hangzhou, Zhejiang China ,May 15, 2011 to May 16, 2011,ISBN: 978-0-7695-4413-7, pp: 97-102.*

NON INDEXED Journal :

1. Normal Mat Jusoh, Khalil Md Nor and Ishak Ismail. Influence of Normative Beliefs on Behavioral Intention of Malaysian Digital Gamers to Continue Playing Digital Games. *International Journal of Computer Systems (ISSN: 2394-1065), Volume 02– Issue 03, March, 2015*
2. Normal Mat Jusoh and Khalil Md Nor. Adoption of digital Games in Malaysia: Rasch Difference Item Functioning. *International Interactive Digital Media, Volume 2, No. 1, April 2014.* www.ijidm.org
3. Hoshang Kolivand, Mohd Shahrizal Sunar, **Normal Mat Jusoh**, Folorunso Olufemi A. Real-Time Shadow Using A Combination Of Stencil And The Z-Buffer. *International Journal of Multimedia and its applications Volume: 3 Issue: 3 Pages: 27-38 Published: 2011*

H INDEX : ..2.....

PROCEEDINGS/CONFERENCE

1. Normal Mat Jusoh, Khalil Md Nor and Ishak Ismail. Digital Gamers' Attitude towards Intention to Continue Playing Digital Games. *International Conference on Interactive Digital Media, 3-4 December 2014. Kota Kinabalu, Sabah.*
2. Normal M.J. & Ishak Ismail , " A Framework for the Implementation of a Knowledge Management System for a Water Utility Company ; Special Focus to Tacit Knowledge" , *PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ELECTRICAL ENGINEERING AND INFORMATICS : ICEEI 2007 , 17 – 19 June 2007*
3. Normal Mat Jusoh & Ishak Ismail, " FRAMEWORK FOR OPTIMAL ACCESSING OF DESTINATION KNOWLEDGE INFORMATION (DKI) FOR E-MELAKA " , *INTERNATIONAL CONFERENCE ON E-SOCIETY , 17 – 20 July 2004 , Avila , Spain*
4. Normal M.J. & Ishak Ismail , " A Framework for the Implementation of a Knowledge Management System for a Water Utility Company ; Special Focus to Tacit Knowledge" , *PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ELECTRICAL ENGINEERING AND INFORMATICS : ICEEI 2007 , 17 – 19 June 2007 , Institut Teknologi Bandung , Bandung, Indonesia , Vol. 2, pp.572 – 574, ISBN:978-979-16338-0-2*
5. Normal Mat Jusoh & PM Dr Khalid Md Noor. The concept and review fun in Digital Games Design. *International Conference on Science, Technologies and Social Science 2012, page 297-302. ISBN 978-983-2607-34-2.*

6. Ishak Ismail , C.F. Lee & **Normal M. J.** , " Modelling and Simulation of a Routing Protocol of Ad Hoc Sensor Networks combining Queuing Network Analysis and Ant Colony Algorithms for Pollution Monitoring in Johor Rivers" , PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ELECTRICAL ENGINEERING AND INFORMATICS : ICEEI 2007 , 17 – 19 June 2007 , Institut Teknologi Bandung , Bandung, Indonesia , Vol. 2, pp. 1031 – 1034, ISBN:978-979-16338-0-2

SEMINARS/WORKSHOPS

1. Mohd Kufaisal bin Mohd Sidik, Mohd Shahrizal bin Sunar ,Ismahafezi bin Ismail ,Mohd Khalid bin Mokhtar ,**Normal binti Mat Jusoh.** A Study on Natural Interaction for Human Body Motion Using Depth Image Data. DMDCM 2011 Digital Media and Digital Content Management, Workshop on Hangzhou, Zhejiang China ,May 15, 2011 to May 16, 2011,ISBN: 978-0-7695-4413-7, pp: 97-102,

THESIS

- i) Normal Mat Jusoh, Digital Games Engagement Among Malaysian., Ph.D. Thesis, Universiti Teknologi Malaysia (2015).

ORIGINAL BOOK

- i) Normal Mat Jusoh. Bergembira Bersama Muzik Pra Sekolah Siri 1, Versi Augumented Reality. ISBN 978-983-42465-2-5 (2016)
- ii) Normal Mat Jusoh. Bergembira Bersama Muzik Pra Sekolah Nyanyi Baca Kenal Malaysia Siri 2, Versi Augumented Reality. ISBN 978-983-42465-2-5 (2016)

BOOK CHAPTER

- i) Normal Mat Jusoh. User Centred Design Human Computer Interaction (2008).
- ii) Md.Nazrul Islam,Hairuddin Abdul Majid, Nurul Huda Firdaus, and **Normal Mat Jusoh.** Path Planning Algorithm for Two Manipulators. Chapter 3. pp 41- 58 (2015)

DIGITAL CREATIVE PRODUCT

DVD DIGITAL PRODUCT

- I) Normal Mat Jusoh. Bergembira Bersama Muzik Pra Sekolah Siri 1, Version DVD. ISBN 978-983-42465-2-5 (2015)

- II) Normal Mat Jusoh. Bergembira Bersama Muzik Pra Sekolah Nyanyi Baca Kenal Malaysia Siri 2, Version DVD. ISBN 978-983-42465-2-5 (2015)

EXPERT REPORT

- i) Normal Mat Jusoh. Industrial Training Report , Korea Cultural Partnership Program and Wanderlust Digital Games Development. Final Report submitted to Korea Creative Content Agency and UTM September 2009.

- ii) Ishak Ismail and Normal Mat Jusoh. Project E-Melaka, Melaka. Final Report submitted to Melaka State Office. December 2003.

- iii) Normal Mat Jusoh. Implementation E-Commerce and Training. (UTM.01. 12/27.10/2 (70) Biro Inovasi Dan Perundingan,UTM) (Kpun:LK20/778/4/klt.3, 19 Jun 2001). Final Report submitted to Ministry of Entrepreneur Development and UTM December 2001.

- iv) Normal Mat Jusoh. Efficiency and Implementation of Cyber Cafe and Training. (UT.CC-CONS-2.239(85)(UTSB Vot.239, 28 Feb 2001) . Final Report submitted to Ministry of Entrepreneur Development and UTM Jun 2001.

INVITED/GUEST SPEAKER

- i) Normal Mat Jusoh. Improvement of Quality P&P for Lecturer Matriculation College . Ministry of Education Malaysia presented at Workshop Quality P&P, Melaka Matriculation College, 4 October 2000.