

# **Prof. Madya Dr. Masrah Azrifah Azmi Murad**

## **Kelulusan Akademik**

- PhD in Artificial Intelligence, University of Bristol, UK, 2005
- Master of Info. Technology (Comp. Sc.), Universiti Kebangsaan Malaysia, 1999
- Bac. of Science, Drexel University, USA, 1997

## **Keahlian Profesional Semasa**

- Ahli, IEEE Computer Society (No. Keahlian: 90446030)
- EC- Council Certified Project Manager
- IBM Certified Solution Advisor

## **Tanggungjawab Pengajaran dan Pentadbiran Semasa**

- Pengaturcaraan Komputer II

Timbalan Dekan, Fakulti Sains Komputer dan Teknologi Maklumat (Januari 2017 – kini)

## **Pengalaman Kerja**

Nov 1997 – Dec 1999      Pensyarah  
PTPL College, Ampang, Selangor

## **Persidangan dan Latihan (3 tahun terakhir)**

### **Persidangan:**

1. *20<sup>th</sup> International Conference on Information and Multimedia Technology (ICIMT'18)*, paper entitled “Health Information Seeking Behaviour: A Literature in the Health Domain”, Barcelona, Spain, 17 – 18 December 2018.
2. TEDx, Independently Organized TED Event for talk entitled “Sarcasm: Are You Being e-Bullied”?, 27 October 2018, APU KL.
3. *4<sup>th</sup> International Conference on Information Retrieval and Knowledge Management (CAMP'18)*, paper entitled “Evaluating Effectiveness of Concept Maps for Ontology Conceptualization: A Quantitative Study”, Kota Kinabalu, Sabah, 26 – 28 March 2018.
4. *3<sup>rd</sup> International Conference on Information Science and Security (ICISS'16)* for talk entitled “Cyber bullying: Prevention through Sarcasm Detection”, Pattaya, Thailand, 19 – 22 December 2016.
5. *18<sup>th</sup> International Conference on Conceptual Modeling and Information Systems (ICCMIS'16)* for paper entitled “User Guidance for Effective Query Interpretation in Natural Language Interfaces to Ontologies”, London, UK, 23 – 24 May 2016.

### **Latihan:**

1. Bengkel Penyediaan Geran Swasta dan Antarabangsa, FSKTM, UPM, 6 Mac 2018.
2. Bengkel Penilaian Geran Peringkat Fakulti, FSKTM, UPM, 27 Julai 2018.
3. *Workshop on Deep Learning*, FSKTM, UPM, 1 Ogos 2018.
4. *Strategic Leadership Course for Talent Pool of UPM*, 4 September 2018.
5. *Public Lecture: The Power and Challenges of Probabilistic Reasoning for Software Engineering*, 4 Oktober 2018.

## **Penyelidikan dan Penerbitan (3 tahun terakhir)**

### **Projek Penyelidikan:**

1. Envisioning Putra Future Classroom for UPM Smart Campus: Early Prediction of At-Risk Students using Learning Analytics in Digital Learning, GIPP, RM25000, 2018.

2. Information Seeking Behaviour for Effective Online Search Retrieval in the Health Domain, RM47000 2018.
3. Hybrid Kernel and Sentiment Analysis for Accurate Stock Anticipation in Financial News, FRGS (5524561), RM 82,800, Sep 2014 – November 2016.
4. Natural Language Interface to Quran Ontology, eScience Fund (01-01-04-SF1629), RM 99,500, Jan 2012 - Dec 2014.
5. Towards Crime Analysis using Sentiment Mining to Forecast Future Occurrences in Crime Series, ERGS (ERGS/1-2012/5527113), RM 70,000, Ogos 2012 – Jul 2015.

**Penerbitan:**

Penerbitan	Kuantiti
Buku	2
Bab dalam Buku	11
Jurnal	81
Prosiding	68
Buletin	3

Penerbitan terpilih (3 tahun terakhir):

1. R. Iqbal, M.A. Azmi Murad, L. Sliman, and C.P. da Silva. 2018. A Mathematical Ontology Evaluation Approach for Measuring Correctness of Domain Ontologies Engine.
2. S.S. Engku Alwi and M.A. Azmi Murad. 2018. Information Seeking Behaviour: A Review of the Literature in the Health Domain, *International Journal of Computer and Information Engineering*, 12(12):1037-1043.
3. R. Iqbal, M.A. Azmi Murad, A. Mustapha, A.A. Khan, S.R. Ali, and C.P. Da Silva. 2018. Evaluating Effectiveness of Concept Maps for Ontology Conceptualization: A Quantitative Study, *4<sup>th</sup> International Conference Information Retrieval and Knowledge Management (CAMP'18)*, Kota Kinabalu, Sabah, 26 – 28 March, pp. 119-123.
4. R. Iqbal, **M.A. Azmi Murad**, A. Mustapha, and N.M. Sharef. 2017. An Ontology Development Approach using Concept Maps Driven by Automatic Term Extraction, *Journal of Information and Communication Technology*, <http://dx.doi.org/10.1504/IJICT.2017.081009>.
5. A.I. Agaie, **M.A. Azmi Murad**, N.M. Sharef, and A. Mustapha. 2016. User Guidance for Effective Query Interpretation in Natural Language Interfaces to Ontologies, *International Journal of Computer, Electrical, Automation, Control, and Information Engineering*, 10(5):721-725.
6. R. Ismail, **M.A. Azmi Murad**, M.A. Jabar, and R.N. Haizan Nor, 2015. The Role of Measurement, Analysis and Knowledge Management Criterion in MBNQA Model to Manage Institutions of Higher Education, *Australian Journal of Basic and Applied Sciences*, 9(7):110-116.
7. Hassan, I.B., **Azmi Murad**, M.A. 2014. Acceptance of Health Information Application in Smart National Identity Card (SNIC) Using a New I-P Framework. *International Journal of Social, Behavioral, Educational, Economic and Management Engineering*, 8(12):3632-3640.
8. **M.A. Azmi Murad** and A. Kazemi, 2014. An Adaptive e-Assessment to Estimate Examinees' Ability based on Neural Network Approach, *International Journal of Engineering and Technology*, 99(1): 1-7.

**Perundingan**

Ahli Bersekutu, Malaysia Industry-Government Group for High Technology (MIGHT), 2007.

**Khidmat Masyarakat (3 tahun terakhir)**

1. Sukarelawan, American Field Service (AFS Antara Budaya Malaysia), 2011 – 2012.
2. Ahli, Islamic Relief Malaysia, 2014 - kini.

### **Maklumat Lain Berkaitan**

#### **Penyeliaan:**

<b>Program</b>	<b>Status</b>	<b>Pengerusi</b>	<b>Ahli</b>
PhD	Bergraduat	11	15
	Semasa	4	12
Masters (dengan tesis)	Bergraduat	3	9
	Semasa	1	0
Masters (tanpa tesis)	Bergraduat	15	Tiada
	Semasa	1	Tiada

#### **Anugerah:**

Anugerah Kertas Kerja Persidangan Terbaik	2		
Pingat diperolehi pada pameran penyelidikan:	Emas	Perak	Gangsa
Kebangsaan: IUCEL (2019); PicTL (2018) PERINTIS (2016); I-PEINX (2016)	2	3	

Maklumat lanjut: [profile.upm.edu.my/masrah](http://profile.upm.edu.my/masrah)

