

TS. DR. ROOZITA MASKUN

Academic & Industry | 20+ Years Experience | PM/IPTS/2024/07/0376



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SUMMARY

Experienced Program Leader, MBA Coordinator, and Senior Lecturer with over 20 years in industry and education line. Spearhead in curriculum development, teaching, and research supervision. Skilled in program administration, student mentoring, and accreditation leadership, with expertise in digital strategy and technical support. Expertise in program administration, student mentoring, and academic collaboration, complemented by a solid background in digital strategy and technical support. Demonstrated success in leading postgraduate programs, enhancing academic offerings, and contributing to research in digital competency and employability. Notable achievements include award-winning presentations and recognize contributions to international conferences. Ready to leverage skills and experience to drive excellence in academic environments, foster student development, and advance institutional goals.

CORE EXPERTISE

- Curriculum Development
- Teaching & Pedagogy
- Educational Materials Preparation
- Research Methods
- Research Supervision
- Consultation
- MQA-01
- Program Evaluation & Enhancement
- Student Advising & Mentoring
- Academic & Professional Collaboration
- Program Administration
- Internal Training & Development
- IoT / Innovation
- MQA-02
- APEL A, C, Q

EDUCATION

- Doctor of Business Administration (DBA) 2023
MARU University of Technology (UiTM)
- **Thesis:** The Role of Digital Competency in Enhancing Graduates' Employability Among Social Sciences Students in Public Universities in Malaysia: The Mediating Role of Self-Efficacy.
- Masters in Telecommunication and Information Engineering (MSc.TIIE) 2012
MARU University of Technology (UiTM)
- **Thesis:** Reliability Line-of-Sight Modelling Propagation on Actual Terrestrial Links.
- Bachelor in Information Technology (Honours) BIT (Networking) 2001
Universiti Utara Malaysia (UUM)
- **Thesis:** Corporate Media Presentation (Company Product Presentation).

WORK EXPERIENCE

- Postgraduate, Senior Lecturer April 2026 - Present
Chaiman, Information System, Committee
Putra Business School, UPM
- **Led strategic planning, evaluation, and implementation** of information systems initiatives to enhance organizational efficiency, ensuring alignment with institutional goals and reporting to top management.
 - **Postgraduate Student Support/Supervision:** Guide students in course selection, research opportunities, and career development, addressing grievances and coordinating with university services for their needs.
 - **Liaison Coordination:** Serve as the primary contact for postgraduate students, faculty, and administration, efficiently disseminating information, organizing meetings, and ensuring awareness.

- **Online Learning & Digital Education:** Develop and implement online learning materials, leveraging digital platforms to enhance student engagement and academic delivery.
- **E-Learning Content Development:** Design interactive course materials, assessments, and instructional resources for virtual learning environments, ensuring high-quality online education (SIMS module content creator).
- **Internal and External Examination & Assessment:** Serve as an internal examiner for postgraduate assessments, ensuring academic integrity, quality assurance, and compliance with university standards.

Program Leader, Senior Lecturer
SEGI University & Colleges, Graduate School of Business

Dec 2024 – April 2026

- **Program Management:** Oversee admissions coordination, enrolment processes, and record maintenance while continuously enhancing postgraduate programs through outcome evaluations and comprehensive reporting.
- **Supervisor Coordination:** Appoint and train supervisors to provide high-quality academic guidance for postgraduate research projects, enhancing overall research outcomes.
- **Postgraduate Student Support:** Guide students in course selection, research opportunities, and career development, addressing grievances and coordinating with university services for their needs.
- **Accreditation Leadership:** Assist in MQA accreditation for the MBA program, ensuring compliance through effective coordination and feedback-driven improvements (APEL Q, APEL C, APEL A)
- **Liaison Coordination:** Serve as the primary contact for postgraduate students, faculty, and administration, efficiently disseminating information, organizing meetings, and ensuring awareness.
- **Online Learning & Digital Education:** Develop and implement online learning materials, leveraging digital platforms to enhance student engagement and academic delivery.
- **E-Learning Content Development:** Design interactive course materials, assessments, and instructional resources for virtual learning environments, ensuring high-quality online education (SIMS module content creator).
- **Internal Examination & Assessment:** Serve as an internal examiner for postgraduate assessments, ensuring academic integrity, quality assurance, and compliance with university standards.

MBA Coordinator, Senior Lecturer
Universiti Keusahawanan Koperasi Malaysia (UKKM), Graduate Business School

Mar - Nov 2024

- **Postgraduate Student Support:** Guide students in course selection, research opportunities, and career development, addressing grievances and coordinating with university services for their needs.
- **Accreditation Leadership:** Leads Malaysian Qualifications Agency (MQA) accreditation for the MBA program, ensuring compliance through effective coordination and feedback-driven improvements, achieving full accreditation. MQA01, MQA02
- **Program Management:** Oversees admissions coordination, enrollment processes, record maintenance, and refines postgraduate programs by evaluating outcomes and preparing comprehensive reports.
- **Supervisor Coordination:** Efficiently appointed and trained supervisors provide high-quality academic guidance for postgraduate research projects, enhancing overall research outcomes.
- **Liaison Coordination:** Serves as primary contact for postgraduate students, faculty, and administration, efficiently disseminating information, organizing meetings, and ensuring awareness.
- **Academic Program Oversight:** Coordinate 15 lecturers, ensuring academic integrity and postgraduate program excellence through curriculum development, strategic planning, and adherence to standards. Designing Micro-Credential and SIMs for Oline Learning.

Digital Director, Corp Comm Division
Noble Feature Sdn. Bhd.

Jan 2018 - Feb 2024

- **Digital Strategy Implementation:** Designed and executed digital strategies within budget constraints, aligning with company goals and achieving measurable improvements in online presence.
- **Objective Setting and Progress Monitoring:** Established clear digital objectives, systematically tracked progress, ensured timely milestone achievement, and continuously optimized strategies.
- **Digital Tool Management:** Ensured seamless operation of all digital platforms, overseeing functionality and promptly addressing technical issues with websites, blogs, and social media.
- **SEO and Marketing Analysis:** Led digital projects with a focus on SEO and marketing metrics analysis, generating actionable insights that resulted in increased web traffic and enhanced online visibility.

TS. DR. ROOZITA MASKUN

- **Internal Training and Optimization:** Trained internal teams on digital technologies and proposed innovative optimization methods, greatly enhancing customer experience and operational efficiency.

Graduate Employability Skills (GeMS) Coordinator,
Alumni Coordinator, Module Creator
Lecturer

Nov 2012 - Oct 2017

Management and Sciences University (MSU), Faculty of Information and Sciences Engineering

- **Curriculum Development and Instruction:** Designed and delivered course materials for undergraduate and diploma students, including engaging curricula and inspiring discussions.
- **Academic and Professional Collaboration:** Actively participated in academic conferences, collaborated with peers and professionals, and contributed to new courses and modules, enhancing education.
- **Student Mentorship and Supervision:** Guidance and support were provided throughout academic journeys, supervising final year projects, internships, and practical training, while fostering growth.
- **Educational Materials Preparation:** Developed and prepared teaching materials, presentations, and documentation, including producing short course content, to support effective teaching and learning.
- **University Representation and Outreach:** Represented the department and university at meetings and events, served as a guest speaker, and managed alumni activities to strengthen connections.

Senior Engineer, Project Manager (Operation & Technical Support,
Support Services Department)

Nov 2007 - Jun 2009

Per nec Paypoint Sdn. Bhd. (Payphone and Top up Kiosk)

- **Technical Operation Leadership:** Directed technical operations and support, monitored population data, generated collection summaries, ensured serviceability, and managed tariff edits.
- **Proposal and Bid Management:** Prepared detailed proposals and responded to Requests for Information (RFI), Proposals (RFP), and Quotations (RFQ), effectively addressing client needs and requirements.
- **Service Provider Negotiation:** Negotiated with service providers to secure favorable rates, cultivating strong relationships to enhance service quality and cost-effectiveness for optimal value.
- **Marketing and Communication:** Participated in JOM HEBOH and MSAM, coordinated with Zone Heads on installations, terminations, relocations, and managed MCMC regulatory communications.

Senior Engineer, Project Manager (Network Management System Unit,
Technical Support Department, Implementation & Technical Support Group)

Nov 2001 - Nov 2007

Per nec Transmission Sdn. Bhd.

- **NMS Project Leadership:** Spearheaded all NMS projects, overseeing proposal preparation, tender documentation, and pricing for comprehensive and competitive submissions to RFIs, RFPs, and RFQs.
- **Client Negotiation & Deal Closure:** Negotiated and closed deals with TELEKOM, CELCOM, Maxis, and Time dotCOM by tailoring and presenting product solutions, securing key contracts.
- **Technical Expertise & System Implementation:** Led installation, testing, and commissioning of NEC systems (MS 3251, MS 3202, 21SMX), showcasing expertise in NEC PDH/SDH, DWDM, and microwave technologies.
- **Innovation & Cross-Functional Collaboration:** Formulated and implemented innovative initiatives to boost client engagement, coordinated with NEC Japan, led the DX Team, and managed ISO 9002 certification.

TEACHING SUBJECTS

Undergraduate (Core/Electives):

Mobile & Wireless Technology, Intro to IT, IT & Multimedia, Computer Network, Computer Organizations & Architecture, Data Communication, Career in Information Sciences, Co-curriculum, Robotic Programming, Operating System, Project 1, Application of Information Technology. Business Information Technology, Communication Management, Pengantar Pengurusan, Business Communication, Business Information System

Undergraduate (Soft Skills):

Community Services, Grooming & Etiquette, Communication Skills, IT Skills, Thinking Skills, Entrepreneurship, Internship 1, Internship 2, Research Method, Data Analysis

Postgraduate: International Marketing, Marketing Management, Marketing Strategies for Managers, Innovation & Technology Management, Business Research Methods & Application, Business Process Management, International Business, Organizational Behavior, Quantitative Research, Master Project Paper, Business Plan

SOFTWARE SKILLS

Microsoft Office (Visio, Project, SQL, Excell, Database), SPSS, Mendeley, PLS SEM, PhotoShop, Canva, Programming (VisualBasic, C, C++, JAVA, SAP, HTML, Arduino), SQL

RESEARCH GRANT

Voices of Shah Alam: A Community Insights Proposal for the Future of SA Sentral, Shah Alam Empowering Community - Centric Planning through Research, Engagement, and Partnership Rm30,000.00 (Completed)	2025
Yayasan Hasanah, Empower Kita: Dual Empowerment for B40 Women and Youth through Micro-Entrepreneurs (Application)	2025
FRGS 2025 Empirical Exploration of Psychometric Properties and Digital Competency in Explaining Graduates' Employability in Malaysia: The Future of Digital TVET (Application)	2025
FRGS 2025 Developing a Comprehensive Green Curriculum Framework for Malaysian Higher Education: Advancing Environmental Sustainability, Ecological Awareness, and Social Responsibility (Application)	2025
Factorial Structure & Psychometrical Properties on Digital Competency in Explaining Student's Employability in Malaysia: A Development Scale, RM189,000.00 Grant: FRGS (Completed)	2018
The influence of Digital Competency on Graduate's Students: Mediating role of Self-Efficacy Geran Inisiatif Penyeliaan (GIP), Internal grant, UiTM, RM5000.00 (Completed)	2017

PROFESSIONAL CERTIFICATE & ASSOCIATION

The Asia Pacific Journal of Business, Humanities and Education (APJBHE) Executive Editor https://apjbhe.segi.edu.my/index.php/segi/about/editorialTeam	From June, 2025
International Journal of Sustainability Management and Information Technologies Reviewer https://www.sciencepg.com/journal/346/reviewers	2025-2028
Journal of Comprehensive Business Administration Research (ISSN: 3029-2697)	2025-2028

Reviewer

Construction Personnel Card (Green Card) Construction Industry Development Board (CIDB)	Valid until 2029
Professional Technologist Malaysia Board Of Technologists (MBOT)	From 2024
AAGBS Alumni, UiTM President	2025-2026
Sek. Men.Keb. Seksyen 7 Ketua Biro Pendidikan	2023-2026
Sek. Keb. Sekyen 6 Ketua Biro Prasarana	2021-2024

TRAINING & SEMINAR

Academic & Research:

- Power BI Training, Nov 2025
- APEL Q Training, by MQA Nov (2025)
- OBE Training Sept (2025)
- AI Power Mastery Presentation Sept (2025)
- MyIPO training July (2025)
- APEL C TRAINING, by MQA (2025)
- APEL A TRAINING BY MQA (2025)
- Business Writing for Modern Communication (2025)
- Artificial Intelligence (AI) and Dark Web, February 2025 (MBOT)
- PLO/CLO Training (2025)
- SIMS Training, (2025)
- CLO-PLO Analysis - UPM (2024)
- Micro-Credential training (2024)
- Bibliometric Analysis Webinar (2022)
- FRGS Proposal Workshop - UCMI (2022)
- Preparation for Final Exam Questions Training (2022)
- Quantitative Research Series 2: Basic Smart PLS 3.0 (2021)
- Sampling: Misunderstandings and Controversies (2020)
- PhD Proposal Bootcamp (2018)
- Mastering Paraphrasing Workshop (2018)
- Outcome Based Education (OBE) (2015)

Digital Economy, Smart Cities & Innovation:

- ICEBIV 2024 - UiTM Kedah Branch (2024)
- 8th Selangor Smart City - Digital Economy Convention (SDEC) (2023)
- Jom Digital - SIDEC (2023)
- Digital Ramadhan Raya - SIDEC Shah Alam (2023)
- Malaysia Digital Week - MDEC (2022)
- Malaysia-China Digital Economy Forum (2022)

Communication, Sustainable Development & AI:

- SIMS Development Workshop - Hotel Tenera (7-12 May 2024)
- Challenges of Artificial Intelligence and Mass Communication in the Digital Era Forum (2019)
- ASEAN Sustainable Development Summit (2019)

TS. DR. ROOZITA MASKUN

- ERASMUS Training Module 4: Presentation & Communication Skills (2019)
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ACADEMIC EXAMINER/REVIEW/JURY

External Examiner

VIVA PHD City U

2024-2025

VIVA PHD Sunway University

2024-2025

External Jury

5th INTERNATIONAL COMPETITION OF ENTREPRENEURSHIP BUSINESS INNOVATION (iCEBIV) 2025

2025

3rd INTERNATIONAL COMPETITION OF ENTREPRENEURSHIP BUSINESS INNOVATION (iCEBIV) 2024

2024

Reviewer

Journal review committee, SEGI University, Kota Damansara

2025

Paper Reviewer, The 3rd International Conference on Business, Finance, Management, and Economics (BizFAME 2024)

2025

Paper Reviewer, The Atlantis press, Uitm Kedah, FBM

2025

Paper Reviewer, The 5th International Conference on the Future of Asean 2025

2024

Paper Reviewer, The 4th International Research Conference on Applied Sciences and Engineering 2022 & 7th International Conference on Social Sciences, Humanities and Technology 2022 (4th IRCASE & 7th ICSHT)

2022

Paper Reviewer, INCOMAR, Egypt,

2021

Chairperson

VIVA PHD Students UKKM

2024

VIVA PHD Students SEGI University

2025

12th International Qualitative Research Conference (IQRC)

2025

The Global Advanced Research Conferences on Management and Business Studies (GARCOMBS, Bandung)

2020

INCOMAR, 2023, Novotel Hotel Egypt

2019

Asian Business and Economics International Conference (ABEIC) - Kangwon National University, South Korea

2019

AWARD

- Best Presenter of 7th InCOMaR - Cairo, Egypt (2019)
- 1st Place of Thesis Bootcamp - ILD Bandar Enstek (2019)
- Bronze Medal of Invention, Innovation, Design Exposition 2019 - MARA University of Technology (UiTM), DATC Shah Alam (2019)
- Gold Medal of Asia Innovation Show 2018 - MARA University of Technology (UiTM), Atrium Gurney Paragon Mall, Penang (2018)
- Exhibitor Gold - Asian Innovation Show (2018)
- The Most Stylo Lecturer - Management and Sciences University (MSU) (2015)

- The Most Impressive Lecturer - Management and Sciences University (MSU) (2014)

SEMINAR/COURSE CONDUCTED

- FRGS Application Training, FEB 2026
- From Draft to Publication, April, 2025
- MQA01 & MQA02 Table 4 Briefing, November, 2024, UKKM
- Guest Speaker, "Quantitative Research", August 2024, UKKM
- CLO/PLO Mapping. July 2024, UKKM
- Guest Speaker, Be Safe When Online! Do's and Don'ts - SKS6, Shah Alam (2023)
- Trainer, Aerodance - SKS6, Shah Alam (2023)
- Invited Speaker, Seminar Anak Cemerlang - SKS6, Shah Alam (2022)
- Malaysian Digital Week by MDEC (2019)
- Malaysia – China Digital Economic Forum (2022)
- Invited Speaker, PLS Workshop - UiTM (2019)
- Challenges if Artificial Intelligence and Mass communication in the Digital Era-Forum (2019)
- Participant, Research Method Discussion - UiTM (2020-2023)
- Invited Speaker, Interpersonal Skills - MSU Students (2018)
- IGS Research Skill Seminar , UiTM (2017)

CONFERENCE

Presenter:

- PERKEM, UKM, Casuarina Hotel, IPOH, Perak, February 2025
- The 9th International Conference on Marketing and Retailing (INCOMAR) 2023 - Hotel Promenade, KK, Sabah (1-3 Mar 2023)
- Asian Business and Economics International Conference (ABEIC) - Universiti Teknologi Mara (Virtual Conference) (Jan 2021)
- The 5th International Conference on Educational Research and Practice: Educating the digital society, integrating humanistic and scientific value, Palm Garden Hotel, (2019)
- The 7th International Conference on Marketing and Retailing & Tourism Outlook Conference (INCOMAR) 2019 - Cairo, Egypt (Oct 2019)
- Asian Business and Economics International Conference (ABEIC) - Kangwon National University, South Korea (Apr 2019)
- The 5th International Conference on Marketing and Retailing (INCOMAR) 2019 – IBE, UiTM Shah Alam (Nov 2017)

Participant:

- MBOT Woment Technologist Chapter, 2025
- 10th ENTICE, MBOT, 2025
- 12th International Qualitative Research Conference (IQRC) 2025, SCSJ
- MBOT Training on AI and Dark Web, Menara Axis, Cyberjaya 2025
- RedLips MBOT Mentoring Program, 2025
- RedLips MBOT Training, Nov 2024
- Invention, Innovation & Design Exposition (IIDEX) (2019) (Gold)
- Invention, Innovation & Design Exposition (IIDEX) (2018) (Gold)
- The 22nd Malaysia Consumer and Family Economics Association (MACFEA) International Conference 2018 - IBE, UiTM Shah Alam (2018)
- AAGBS International Conference on Business Management (AiCOBM) - UiTM Melaka (Jul 2018)
- ERASMUS+ REPESEA Training, Sept 2-9,2019, AAGBS Training Room

Committee:

- PIBG SK, SMK Shah Alam, 2022-2026
- Persatuan Alumni UiTM 2025,
- Persatuan Alumni AAGBS, 2025
- 1st Colloqium PHD , UKKM, 2024, IKMA Petaling Jaya

TS. DR. ROOZITA MASKUN

- The 7th International Conference on Marketing and Retailing & Tourism Outlook Conference (INCOMAR) 2019 - Cairo, Egypt (Oct 2019)
- The 22nd Malaysia Consumer and Family Economics Association (MACFEA) International Conference 2018 - IBE, UiTM Shah Alam (2018)
- AAGBS Postgraduate Students, 2018-2020

RESEARCH SUPERVISION

Ph.D Supervision & Master (Main Supervision)	
MAO CUI (PhD Management) – Completed May 2025	Chen Sen (PhD Management)
BAI ENBO (PhD Management) – Awaiting Viva date	Cheng Xin (PhD Management) – Completed June 25
Cao Ruiji (PhD Management) - Completed May 2025	GUO ZIJUN (PhD Management)
HONG XUE (PhD Management)	Chen Da (PhD Management)
HE JING JING (PhD Management)	LI NAI (PhD Management) – (waiting VIVA date)
ZHANG CHEN (PhD Management)	LI JINGHAN (PhD Management)
Li Dan (PhD Management) – complete DRP	SUN GONGPU (PhD Management)
Tang Guojie (PhD Management)	RAO CHONGYANG (PhD Management)
WANG SHAOQING (PhD Management)	TENG FEI (PhD Management)
YIN XIN (PhD Management – awaiting VIVA date)	SUN GONGPU (PhD Management)
ADEDOLAPO OLUWASEUN OWOLABI (awaiting VIVA date)	RAO CHONGYANG (PhD Management – completed 2024)
Muhammad Khidir Bin Borhan (Master-Completed) - 2024	Mayura Ruben A/L Amaran (Master-Completed)-2024

Ph.D Supervision & Master (Co-Supervision)	
Azmi Kaseran Ali (PhD in Marketing-Completed) 2024	Zhang Junze (PhD in Marketing) – Completed 2024)
Nuratiqah Mohd Ali (Master– completed 2024)	Siti Sarah Abdul Rahman (Master – completed 2024)
Du Xinyang (PhD in Management - Completed)	Wang Xi (Master in Management-completed 2025)
Ding Zian (Master in Management)	Nabil Nasim (Master in Marketing)

PUBLICATION

- Maskun, R, Mat Noor (2018) **Digitalization Success in a Learning Organization: Preliminary Outlook** - Social and Management Research Journal, Corpus ID: 196180893
- Johar, E. R., Nor, N. M., Hassan, R., & Maskun, R. (2019) **Examining the Effect of Motivation on the Influence of Human Resource Practices and Normative Commitment Among SMEs in Selangor** - Asia-Pacific Management Accounting Journal, 14(1), 179-200 (WoS index)
- Mat Noor, Mat Khairi SM, H. Rosnan, Maskun, R, Johar, ER (2020) **Establishing a Knowledge-Based Organisation: Lessons Learned and KM Challenges in Malaysian Organisations** - Innovation & Management Review, Emerald Publishing Limited 2515-8961 DOI 10.1108/INMR-05-2019-0065 (Scopus index)
- Maskun R, Saidon J, Musa R, (2020) **Are Malaysian Organizations Ready to be Digitalized? Lessons Learned on Digital Resources Implementation** - MAJCAFE Vol 25 (SI), 89-103 (Scopus index)
- Mat Khairi SM, Mat Nor, Johar E, R, Maskun, R (2023) **The Role of Work Engagement in Promoting Employee Well-Being in the Service Sector of Malaysia** - International Journal of Advanced Research in Economics and Finance. e-ISSN: 2682- 812X | Vol. 5, No. 2,129-144, 2023. <http://myjms.mohe.gov.my/index.php/ijaref>
- Mat Khairi SM, AB KAdir, R, Sulong NA, M.Zan, NZ, Maskun, R (2023) **Work-Family Conflict, Resilience, and Well-Being of Community Pharmacists: A Conceptual Paper** - International Journal of Advanced Research in Economics and Finance e-ISSN: 2682-812X | Vol. 5, No. 2,164-174, 2023. <http://myjms.mohe.gov.my/index.php/ijaref>
- Maskun R, Musa R, Mat Khairi S, M, Johar ER (2023) **Digital Knowledge Sharing Among Academicians in Private Higher Learning Institution: What motivates them?**, Journal of Creative Practices in Language and Teaching (CPLT),
- Maskun R, Musa R, Mat Khairi SM, Johar ER (2023) **Considering the Significance of Digital Competences on Social Sciences Graduates' Employability: Views from Your Professional Board** - 9th Incomar 2023, KK Sabah, 1- 2 March 2023

TS. DR. ROOZITA MASKUN

- Maskun R, Mat Khairi SM, Sulaiman (2025), **Digital Wellbeing Among Generation Y in Malaysia: Implication, challenges and the Path Forward**- APJBHE, (ISSN:25501496),Vol 10, No.1
- Mat Khairi, Shuib N, Maskun R, **Linking Digital Transformation and Sustainable HRM: A conceptual Framework on the mediating role of Digital Competencies**, IJRISS, (publish by nov 2025)

References:

Industry:

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Persiaran Bandaran
Seksyen 14, Selangor
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Academic:

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Head, Wireless Centre
Fakulti Kejuruteraan Elektrik
UiTM Shah Alam
013-3375555

Prof. Dr. Rosidah Musa
Professor
UiTM
019-2980780

MBOT:

AP Ir. Ts. Dr. Suzi Seroja Sarnin
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