



CURRICULUM VITAE



PERSONAL DETAILS

Name : ZALEHA BINTI ABDULLAH

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Expertise : EDUCATIONAL TECHNOLOGY

SHORT BIO

Associate Professor Dr. Zaleha Abdullah is an expert in Educational Technology and Visual Communication at Universiti Teknologi Malaysia (UTM). With a strong research focus on technology-enhanced learning, she has led numerous international and national grants, including a significant partnership with the Massachusetts Institute of Technology (MIT) for the BLOSSOMS project, which earned Malaysia top global partner recognition. Additionally, she spearheaded the Erasmus+ initiative across 11 partner institutions in eight European and Asian nations, driving global academic partnerships forward. Dr. Zaleha's distinguished career is marked by multiple awards, including the UKCGE Recognised Research Supervisor award, the Outstanding e-Learning Award, and recognition from UNESCO. Her expertise spans digital transformation in higher education and creative design, consistently contributing to institutional excellence and global educational standards.

ACADEMIC QUALIFICATIONS

NO	LEVEL OF EDUCATION	COURSE	UNIVERSITY	START	END
1	PhD	Education	University of Nottingham, United Kingdom	2008	2011
2	Master	Design	Monash University, Australia	2004	2005
3	Bachelor with Honours	Art & Design	Universiti Teknologi MARA, Malaysia	1996	2000

RESEARCH GRANTS & FUNDING TRACK RECORD

(As Principal Investigator)

- **Erasmus+ CBHE:** *Accelerating Digital Transformation for Higher Education Institutions in Southeast Asia* | **RM 3,831,143** (2023–2025)
- **KPT-MRUN Fasa 1:** *Empowering Technology-Based Pedagogy and Artificial Intelligence Ethics (EduPEAK)* | **RM 54,600** (2025–2027)
- **UTM Digital-Infused Grant:** *Collaborative Online Platform with AI Chatbot to Enhance Social Creativity Between Designers and Universities* | **RM 56,100** (2024–2025)
- **FRGS (Ministry of Higher Education):** *Player Motivation and Gamification Elements Framework that Enhance Science Learning* | **RM 46,640** (2017–2019)
- **FRGS (Ministry of Higher Education):** *Integrating Individual and Social Creativity in Promoting HCI Designing Skill Through CSCL* | **RM 47,300** (2013–2015)
- **UTM Tier 1 / KPT:** *Integrating STEMAZING in Malaysia's STEM Education System* | **RM 29,400** (2018–2020)

Selected Major Grants (As Co-Investigator / Scientific Member)

- **External Grant (InMotion):** *Innovative Teaching & Learning Strategies in Open Modelling & Simulation Environment for Engineering Education* | **RM 474,467** (2016–2019)
- **Matching Grant:** *The Use of Learning Analytics to Support Improvements in Teaching Practice* | **RM 200,000** (2015–2018)
- **FRGS Grant:** *Mobile Learning Social Network Model Towards Future University* | **RM 68,200** (2014–2016)
- **FRGS Grant:** *Development of Model for Learning Science Using Cognitive Conflict Video-Based Instruction* | **RM 68,200** (2014–2016)

AWARDS & RECOGNITION

- **Finalist, Anugerah Khas YB Menteri Pendidikan Tinggi (AKRI 2024)** (National Level, 2024)
- **Recognised Research Supervisor Award**, UK Council for Graduate Education (UKCGE) (International Level, 2023)
- **Most Trusted Engineering Science University**, 8th Global Brand Awards (International Level, 2020)
- **Outstanding e-Learning Product/Project Award**, International University Carnival on e-Learning (IUCEL) (2017)
- **Nominated for UNESCO King Hamad bin Isa Al-Khalifa Award** by Malaysian National Commission for UNESCO (2016)
- **Shortlisted, The Wharton-QS Stars Reimagine Education Awards** (2015)
- **Gold Medalist**, International Innovative Practices in Higher Education Expo (I-PHEX 2015 & IIDEL 2014)

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- **EduPEAK (2026):** *Modul Memperkasa Pedagogi Berasaskan Teknologi dan Etika Kecerdasan Buatan*
- **CODESIGN (2025):** *A Collaborative Online Platform with an AI Chatbot for Design Education*
- **Student Well-Being Scale (2022):** *Soal Selidik Kualiti Kesejahteraan Pelajar*
- **Framework (2016):** *Kerangka Pelaksanaan Pembelajaran Flipped Classroom dan Project-Based Learning Berasaskan Scaffolding*

HIGH-IMPACT PUBLICATIONS

Scopus / WoS Indexed Journals

1. **Abdullah, Z., et al.** (2025). A Systematic Review of the Impact of Social Media on Project-Based Learning. *Sustainability*, 17(8), 3680.
2. **Abdullah, Z., et al.** (2024). Views of Design Students on Improvements in Critical Thinking Through PBL in China's HyFlex Environment. *International Journal of Online Pedagogy and Course Design*, 14(1).
3. **Abdullah, Z., et al.** (2024). Sink, Swim or Float: Perceptions of Academic Administrators on Their Initial Leadership Support and Exposure. *International Journal of Management in Education*, 18(2), 128–146.
4. **Abdullah, Z., et al.** (2022). Effects of Augmented Reality Application Integration with Computational Thinking in Geometry Topics. *Education and Information Technologies*, 27(7), 9485–9521. **(IF: 3.93)**
5. **Abdullah, Z., et al.** (2022). Engaging and Empowering Malaysian Students Through Open and Distance Learning in the Post-COVID Era. *Frontiers in Education*, 7, 853796. **(IF: 3.666)**

6. **Abdullah, Z., et al.** (2019). Using Learning Analytics to Improve MOOC Instructional Design. *International Journal of Emerging Technologies in Learning*, 14(24), 6–17. **(FWCI: 3.92)**
7. **Abdullah, Z., et al.** (2018). Learning Analytics Experience Among Academics in Australia and Malaysia: A Comparison. *Australasian Journal of Educational Technology*, 34(3), 122–139. **(IF: 1.396)**
8. **Abdullah, Z., et al.** (2017). Challenges in Integrating BLOSSOMS in Malaysia's STEM Education System. *Systems Research and Behavioral Science*, 34(3), 304–306.

Books & Authored Book Chapters

- **Abdullah, Z.** (2026). *Innovative Approaches to Doctoral Supervision*. Edward Elgar Publishing. ISBN: 978 1 03534 027 9
- **Abdullah, Z.** (2025). *A Practical Guide to Artificial Intelligence in Higher Education: Innovation and Applications*. Springer. ISBN: 978-3-031-56847-3
- **Abdullah, Z.** (2022). *Reka Bentuk Dan Komunikasi Visual*. UTM Press. ISBN: 978-983-52-1888-0
- **Abdullah, Z.** (2021). *AKEPT's DVC Leadership Onboarding Programme*. AKEPT. ISBN: 9789671792018

SUPERVISION & RESEARCH CAPACITY BUILDING

- **Ph.D. Graduates (Main / Co-Supervisor):** 13 Students Graduated
- **Ongoing Ph.D. Candidates:** 10 Active Doctoral Research Projects
- **Selected Ph.D. Research Topics Supervised:**
 - Generative AI & Socratic Case-Based Learning in Clinical Critical Thinking (2026)
 - Communication Modalities & Team Creativity in AI/Online Design Education (2025)
 - HyFlex PBL Environments for Enhancing Critical Thinking Skills (2024)
 - Serious Games & Gamification Frameworks for STEM and Language Acquisition (2022)

ACADEMIC LEADERSHIP & CONSULTANCY

Administrative & Network Leadership

- **Chair for Malaysia**, EuroAsia Digital Learning Network (EDLAN)
- **Head Coordinator**, ERASMUS+ CBHE Consortium (8 European & Asian Nations) (2023–2025)
- **Director**, UTM Corporate Affairs (2018–2020)
- **Deputy Chair**, Council of Public University e-Learning Coordinators (MEIPTA) (2018)
- **Deputy Director**, Centre for Teaching and Learning (CTL), UTM (2015–2017)
- **Manager**, UTM-MIT BLOSSOMS Program (2013–2015)

Consultancies & External Advisory

- **British Council (2024):** Lead Researcher – *A Cultural Political Economy Analysis of Promoting Women and Girls' Education in ASEAN*
- **KPM STEM Video Recording Project (2016):** Lead Consultant for Bahagian Pengurusan SBP, Ministry of Education Malaysia
- **External Doctoral Examiner:** UKM, USM, UPM, UiTM (Evaluated 10+ PhD Dissertations in AI, AR, UDL, and Digital Pedagogy)

KEYNOTE ADDRESSES & INVITED TALKS

- **Keynote Speaker (2026):** *Designing for Blended Learning: An Innovative Approach*, Toronto, Canada
- **Keynote Speaker (2025):** *Digital Transformation in Education Seminar*, National University of Laos
- **Invited Regional Speaker (2024):** *Advancing Digital Learning in Malaysia, Europe, Cambodia, and Lao PDR*, UMS
- **Keynote Speaker (2023):** *5th International Conference on Progressive Education (ICOPE)*, Lampung University
- **Keynote Speaker (2016):** *Learning International Networks Consortium (LINC) Conference*, Massachusetts Institute of Technology (MIT), Cambridge, USA