CURRICULUM VITAE

[NAME] LOH YIN XIA
[POSITION] LECTURER
[FACULTY] FEIT
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1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITITUTION & COUNTRY	START DATE – END DATE
1.	Bachelor's Degree	Computer Science (Web Technology)	Universiti Tun Hussein Onn Malaysia	**09/2013 – 10/2017**
2.	Master's Degree	Technology Management	Universiti Tun Hussein Onn Malaysia	**09/2018 – 06/2021**
3.	Doctor of Philosophy	Informatic Engineering	Universiti Teknologi Malaysia	**05/2023 - Present**

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	09/2021 – 07/2024	Lecturer	Education	UTAR
2.	02/2021 – 02/2022	Co-Founder	Data Analysis	CheckMed
3.	01/2019 – 12/2020	Digital Marketer	Marketing	Maincast Solutions
4.	11/2018 – 06/2020	Graduated Research Assistant	Research	UTHM
5.	07/2017 – 07/2018	IT Senior Executive	Manufacturing	Shimano Pt. Ltd.

3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.	**PROFESSIONAL**	**PUTRAJAYA ACM CHAPTER**	06/06/2022

4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.	**SUFECS** (i) Gold Awards in CREST Industry-Certification (IndCert) Level 3 (ii) 3rd Prize Winner in 2019 The Great Lab Grand Design Challenge	**Collaborative Research in Engineering, Science and Technology (CREST)**	**2019**
2.	**iFarm** (i) 2nd Runner Up in Alibaba GET Global Challenge 2020 National Final (ii) Bronze Award in the 6th China International College Students' "Internet+" Innovation and Entrepreneurship Competition (iii) Finalist in Alibaba GET Global Challenge 2020 World Final (iv) Finalist (Best Newcomer) in ASEAN Start-up Award 2020 (v) Finalist (Start-up of the year) in ASEAN Start-up Award 2020	(i) *Alibaba* (ii) *China University of Petroleum-Beijing* (iii) *Alibaba* (iv) *Rice Bowl* (v) *Rice Bowl*	**2020**
3.	**Conference Best Presenter Award**	**The 4th International Conference on Applied Computing (ICAC 2023)**	**2023**
4.	**Cashless Campus 2.0** 2nd Runner Up – Private University Category	**Paynet**	**2024**

5. CONSULTANCY SERVICES / COMMUNITY SERVICES

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	Digital Financial Inclusion – Digital Bank Adoption in Malaysia.	07/2023 – 06/2024 RM 24,900	UTARRF (University Level)	Principle Investigator
2.	Understanding of Insurance Technology from a Consumers Perspective: The Antecedents of Malaysian Millennia's Acceptance on Insurtech	07/2022 – 06/2023 RM 35,895	UTARRF (University Level)	Member

CONSULTANCY SERVICES / COMMUNITY SERVICES (CONT.)

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
3.	Acceptance and Adoption Model for Electronic Commerce: A Comprehensive Study on Online Purchase Intention of Consumer and Farmer's Adoption of Agri-Food Electronic Commerce (AE) in Malaysia.	09/2021 – 09/2024 RM 106,558	FRGS (National Level)	Member
4.	Customer Satisfaction Survey on Malaysian Timber Council (MTC) Services for The Year 2021.	12/2021 – 03/2022 RM 27,000	MTC (National Level)	Member
5.	A Study on The Demand of TVET Graduates for the Workforce and Employment of Digital Technology Industry (Peninsular Malaysia).	10/2021 – 06/2022 RM 140,301	MDEC (National Level)	Member
6.	Shark Seed Fund Cashless Campus 2.0	08/2023 – 08/2024 RM 100,000	Paynet (National Level)	Member
7.	Assessing the Impact of Generative Artificial Intelligence among Generation Y and Generation Z Employees	06/2024 – 05/2025 RM 30,700	UTARRF (University Level)	Member

6. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.	Qualitative Research with Atlas.ti	11/10/2021	Online	UTAR-CCCD
2.	GIG Innovation Workshop	28/10/2021	Online	Clarus
3.	2nd Conference on Management, Business, Innovation, Education, and Social Science	04/03/2022	Online	Universitas International Batam *(Presenter)*
4.	Seminar on South-South Cooperation in Cross-Border E-Commerce for Poverty Eradication and Global Sustainable Development	21/03/2022	Online	Ministry of Commerce of People's Republic of China, United Nations Office for South-South Cooperation, Shandong Foreign Trade Vocational College

CONFERENCES AND TRAININGS (CONT.)

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
5.	Build 2022 After Party Kuala Lumpur	22/06/2022	Menara Shell, Kuala Lumpur	Microsoft Malaysia
6.	My Reskill IoT Program	08/08/2022	Online	Universiti Tun Hussein Onn Malaysia x Fraunhofer Innovation Labs
7.	Knowledge Transfer Project - WISE	28/01/2023	Taylor University	Pertubuhan IKRAM *(Trainer)*
8.	Bersama Malaysia - Talent in TechSummit	16/02/2023	Menara Shell, Kuala Lumpur	Microsoft Malaysia
9.	3rd Conference on Management, Business, Innovation, Education, and Social Science	04/03/2023	Online	Universiti Tunku Abdul Rahman *(Organizing Committee)*
10.	GCTF Expert Forum on Cybersecurity and the Digital Economy	11/05/2023	JW Marriott Hotel, Kuala Lumpur	U.S. Embassy Economic Section Team
11.	Research Supervision Training	17/05/2023	UTAR, Sungai Long	UTAR-CCCD
12.	6th International Conference on Multi-Disciplinary Research Studies and Education (ICMDRSE-2023)	19/05/2023	Kuala Lumpur	IFERP *(Panel)*
13.	The Essence of Learning and Teaching in Higher Education	24/05/2023	UTAR, Sungai Long	UTAR-CCCD
14.	Huawei Intelligent Finance Summit 2023	07/06/2023	Double Tree by Hilton, Kuala Lumpur	Huawei
15.	Seventh Information Systems International Conference (ISICO2023)	26/07/2023	Sanur, Bali, Indonesia	Institut Teknologi Sepuluh Nopember *(Presenter)*
16.	4th International Conference on Applied Computing	19/08/2023	Sunway Hotel Big Box, Johor Bahru	Universiti Teknologi Malaysia *(Presenter)*
17.	Training on Essential Skills in Active Facilitation of Active Learning	11/09/2023	UTAR, Sungai Long	UTAR-CCCD
18.	Inbound Academic Exchange Program for Huaqiao University (HQU)	11/09/2023	UTAR, Sungai Long	UTAR *(Trainer)*

CONFERENCES AND TRAININGS (CONT.)

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
19.	Designing and Developing Online Learning Materials Organization	02/10/2023	UTAR, Sungai Long	UTAR-CCCD
20.	Product Knowledge for Program Cluster of Accounting, Business and Managerial Science	14/12/2023	UTAR, Sungai Long	UTAR *(Trainer)*
21.	16th International Symposium on Computational Intelligence and Design (ISCID)	16/12/2023	Zhejiang University, China	Zhejiang University, China *(Presenter)*

7. RESEARCH AND PUBLICATION

1. **Loh, Y. X.**, Kasim, S. et al. (2017). "Indoor Navigation Using A* Algorithm." In: *Herawan, T., Ghazali, R., Nawi, N.M., Deris, M.M. (eds) Recent Advances on Soft Computing and Data Mining. SCDM 2016*. Advances in Intelligent Systems and Computing, vol 549. Springer, Cham. https://doi.org/10.1007/978-3-319-51281-5_60 *(Scopus Index)*

2. Cheong, Y. S., Seah, C. S., **Loh, Y. X.**, & Loh, L. H. (2021, September). Artificial Intelligence (AI)in the food and beverage industry: improves the customer experience. In *2021 2nd International Conference on Artificial Intelligence and Data Sciences (AiDAS)*, pp. 1-6. IEEE. doi: 10.1109/AiDAS53897.2021.9574261. *(Scopus Index)*

3. **Loh, Y. X.**, Hamid, N. A. A., Seah, C. S., Yo, J. J., Law, Y. C., Tan, S. Y., & Chong, C. (2021, April). The Factors and Challenges affecting Digital Economy in Malaysia. In *CoMBInES- Conference on Management, Business, Innovation, Education and Social Sciences 1*(1),pp. 1843-1849.

4. Seah, C. S., **Loh, Y. X.**, Lew, A. L. K. L. B., Keong, K., Chin, M. X., Lio, G. C., & Wong, S. J. (2021, April). The Significance of Technology in Digitalizing Malaysia Industries. In *CoMBInES- Conference on Management, Business, Innovation, Education and Social Sciences 1*(1),pp. 1835-1842.

5. **Loh, Y. X.**, & Hamid, N. A. B. A. (2021). The evaluation of online persuasion criteria on e-commerce website using Persuasive System Design (PSD) Model*. International Journal of Business and Society, 22*(3), pp. 1143-1157. https://doi.org/10.33736/ijbs.4289.2021 *(ESCI Index - Q3)*

6. Loh, L. H., **Loh, Y. X.**, Rashid, U. K., Lee, T. C., & Seah, C. S**.** (2022). Revolution of retail industry: from perspective of retail 1.0 to 4.0. *Procedia Computer Science, 200*, pp. 1615-1625. *(Scopus Index – Q2)*

7. Seah, C. S., **Loh, Y. X.**, Wong, Y. S., Jalaludin, F. W., & Loh, L. H. (2022). The Influence of COVID-19 Pandemic on Malaysian E-Commerce Landscape: The case of Shopee and Lazada. In *Proceedings of the 6th International Conference on E-Commerce, E-Business and E-Government* (pp. 17-23). *(Scopus Index – Q2)*

8. Hen, K. W., Seah, C. S., Witarsyah, D., Shaharudin, S. M., & **Loh, Y. X**. (2023). The study on Malaysia Agricultural E-Commerce (AE): Customer Purchase Intention. JOIV: *International Journal on Informatics Visualization, 7*(3), 704-709. *(Scopus Index – Q4)*

9. Seah, Y. J., Seah, C. S., Hen, K. W., **Loh, Y. X.**, & Jalaludin, F. W. (2023, September). E-commerce adoption readiness for fresh agricultural products in Malaysia. In *AIP Conference Proceedings (Vol. 2827, No. 1)*. AIP Publishing. *(Scopus Index)*

10. Yeh, J. Y., Seah, C. S., **Loh, Y. X.**, Low, M. P., Nuar, A. N. A., & Jalaludin, F. W. (2024). Exploring the actual implementation of e-wallet application in Malaysia. *Baghdad Science Journal, 21*(2 (SI)), 0600-0600. *(Scopus Index – Q2)*

11. **Loh, Y. X.**, Seah, C. S., Chin, W. Y., Ezatul, E. M. A., Jalaludin, F. W., & Hamid, N. A. B. A. (2024). A Collaborative Model in Persuasive Web Design: Multiple case study of Lazada and Shopee. *Procedia Computer Science*. *(Scopus Index – Q2)*

12. Jalaludin, F. W., **Loh, Y. X.**, Seah, C. S., Chin, W. Y., & Arif, E. E. M. (2024). Individual Responses to the Spread of Misinformation about COVID-19 via Facebook and WhatsApp. *Procedia Computer Science*. *(Scopus Index – Q2)*

13. Nuar, A. N. A., Seah, C. S, & **Loh, Y. X**. (2024). Examining the Trend of Research on Big Data Architecture: Bibliometric Analysis using Scopus Database. *Procedia Computer Science. (Scopus Index – Q2)*

14. Chong, L. L., Jalaludin, F. W., Seah, C. S, & **Loh, Y. X**., Nuar, A. N. A., & Hen, K. W. (2024). E-Payment Security Mechanisms on Lazada: The Case of Malaysian and Thai. *Procedia Computer Science*. *(Scopus Index – Q2)*

15. Arif, E. E. M., Cheah, K. E., **Loh, Y. X.**, Seah, C. S., & Jalaludin, F. W. (2024). Factors that affect E-Commerce Platforms' Sustainability in Sarawak. *Procedia Computer Science*. *(Scopus Index – Q2)*

16. **Loh, Y. X.**, Seah, C. S., Chin, W. Y., Jalaludin, F. W., Lee, S. Z., & Leong, S. K. (2024). The Implementation of Blockchain Technology in Malaysia and Singapore Financial Industry. In *16th International Symposium on Computational Intelligence and Design (ISCID 2023)*. *(IEEE)*

17. **Loh, Y. X.**, Nuar, A. N. A., Sharin, H. H., & Seah, C. S. (2024). Risk Assessment Method for Scams Detection among Micro Enterprises: A Design Science Research Approach. In *16th International Symposium on Computational Intelligence and Design (ISCID 2023)*. *(IEEE)*

18. Seah, Y. J., Seah, C. S., **Loh, Y. X.**, & Jalaludin, F. W. (2024). Factors Influencing the Use of Agri-Food E-Commerce (AE): An Analysis of Malaysian Consumers. In *16th International Symposium on Computational Intelligence and Design (ISCID 2023)*. *(IEEE)*

19. Chin, W. Y., **Loh, Y. X.**, Seah, C. S., Jalaludin, F. W., & Leong, S. K. (2024). Determinants of Privacy Policy on Social Media Site: Comparison between Weibo and Facebook. In *16th International Symposium on Computational Intelligence and Design (ISCID 2023)*. *(IEEE)*

20. **Loh, Y. X.**, Loh, L. H., Seah, C. S., Jalaludin, F. W., Lim, B. K., & Tan, Y. J. (2024). Acceptance of Financial Technology Among Malaysia Investors: Cryptocurrency Investment. In *4th International Conference on Applied Computing (ICAC 2023)*.

RESEARCH AND PUBLICATION (CONT.)

21. **Loh, Y. X.**, Loh, L. H., Seah, C. S., Jalaludin, F. W., Arif, E. E. M., & Quek, H. X. (2024). Stay Loyal? An Exploratory Study of Consumers' Online Repurchase Intention in Malaysia. In *4ᵗʰ International Conference on Applied Computing (ICAC 2023)*.

22. Low, M. P., & **Loh, Y. X.** (2024). Beyond Dollars and Cents: Unveiling the Positive Influence of Employee-Centred CSR for a Better Workplace. In *Humanizing Businesses for a Better World of Work* (pp. 87-107). Emerald Publishing Limited. **(Book Chapter)**

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	-	-	-

9. OTHER RELEVANT INFORMATION

Certifications

1. Certified Innovation Professional (CIP), **Global Innovation Management Institute (GIMI)**
2. Innovation Management Level 1: Innovative Associate, **GIMI**
3. Innovation Management Level 2: Innovation Master, **GIMI**
4. Microsoft Certified: Azure AI Fundamental, **Microsoft**
5. Alibaba Cloud Associate Cloud Computing, **Alibaba Cloud Academy**
6. Aspara Clouder – Big Data, **Alibaba Cloud Academy**
7. Alibaba Cloud Introduction for FinTech, **Alibaba Cloud Academy**
8. Cloud Native Databases for FinTech Innovation, **Alibaba Cloud Academy**
9. Alibaba Cloud Big Data for Risk Management, **Alibaba Cloud Academy**
10. Alibaba GDT Online Teachers Training, **Alibaba Business School**
11. Python Programming for AI, CREST Industry-Certification Level 4, **Collaborative Researchin Engineering, Science & Technology (CREST)**
12. Facebook Certified Community Manager, **META**
13. Certified Campaign Manager, **Google**
14. Google Analytics Individual Qualification, **Google**
15. The Fundamentals of Digital Marketing, **Google Digital Garage**
16. Introduction to FinTech, **HKUx**
17. Six Sigma Yellow Belt, **Shimano Singapore**
18. Data Science & IoT Hands-On Workshop, **UTHM, LEAD, Microsoft Student Partner**