

# SYAHEERAH LEBAI LUTFI

\SHA-HEE-RA  
شهيرة



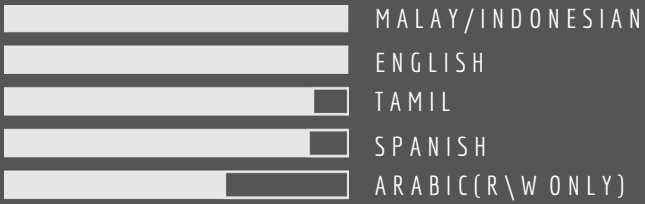
SYAHEERAH.COM

Where the science of emotion brings  
emotion into science

## PROFILE

A dynamic, passionate academic whose general research interest is Human-Machine Interactions, specifically focusing in **Affective Computing** (behaviour analytics, personality, culture, mood and emotion analysis & modelling). I am also experienced in management/leadership roles especially in student experience and internationalization strategies. I enjoy Yoga, sports, gardening, listening to podcasts on Neuroscience, Psychospirituality, travelling and reading at my leisure time.

## LANGUAGES



Cell: +60 134526001/+986 7997 4869  
Email: syaheerah@usm.my

## CONTACTS

## ACEDMIC BACKGROUND

DEC 2000	BSC. (HONS) COMPUTING BOLTON INSTITUTE (NOW UNIVERSITY OF BOLTON), UK 2ND CLASS FIRST DIVISION
OCT 2006	MASTERS IN SOFTWARE ENGINEERING UNIVERSITI MALAYA 3.9/4.0 CGPA
OCT 2009	DEA (MASTERS IN TELECO) TELECOMMUNICATIONS ENGINEERING (AI FOCUSED) E.T.S.I.T, UNIVERSIDAD POLITÉCNICA DE MADRID (UPM), SPAIN
JUNE 2013	PHD (DISTINCTION CUM LAUDE) TELECOMMUNICATIONS ENGINEERING ( AI FOCUSED) E.T.S.I.T, UNIVERSIDAD POLITÉCNICA DE MADRID (UPM), SPAIN

## WORK EXPERIENCE

- Associate Professor**  
College of Medicine and Health Sciences,  
Sultan Qaboos University (SQU), Muscat, Oman  
Oct 2024 - current
- Associate Professor [Permanent/Tenured] - now under Secondment**  
School of Computer Sciences, Universiti Sains Malaysia (USM)  
Oct 2024 - current
- Deputy Director (Internationalization Strategies & Global Engagement)**  
International Mobility & Collaborative Center (IMCC), USM  
May 2023 - Oct 2024, Jan 2019 - Dec 2019
- Senior Lecturer [Permanent/Tenured]**  
School of Computer Sciences, Universiti Sains Malaysia (USM) June 2013 - 2024
- Adjunct Researcher**  
Universidad Politécnica de Madrid, Spain  
July 2022 - Current
- CEO@Faculty Fellow - Visiting Academic & Collaborator**  
INTEL Malaysia / MOHE  
Oct 2018-Feb 2019
- Erasmus PI/Coordinator**  
Universidad Politechnica de Madrid, Spain  
2016 - Current  
University of Obuda, Hungary  
2020 - Current
- Project Manager (Internships, Student Activities & Alumni)/ CS Society Advisor**  
School of Computer Sciences, USM  
Jan 2016 - Dec 2019
- Systems Analyst [Permanent]**  
National Poison Center, USM  
May 2002 - Dec 2003
- IT Executive [Permanent]**  
MaybanLife Berhad, Bangsar, KL  
June 2001 - Feb 2002



[Orcid ID](#)



[Google Scholar](#)



[LinkedIn](#)

## PROFESSIONAL CERTIFICATIONS

*Medical Statistics I*  
Stanford Online 2024

*Health Informatics*  
American Medical Informatics Associations (AMIA) 2014

*Diploma in Management Information Systems*  
The Institute of Management of Information Systems (IMIS), UK 1999

## AWARDS & DISTINCTIONS [SELECTED]

•EU KA 01 Funding by EU Commission [6 different grants]  
- 2016-2023

•CEO@Faculty Cycle 2.0 KPT/INTEL (2018)

•Simple4All EU Funding (2012)

•EU FP7 CBHE Funding (2011)

•Sanggar Sanjung Award (2015/2016/2019/2022/2023) -  
high impact publication awards

•Fellowships MOHE/USM - graduate studies (2004-2013)

•Doctoral International Honours & Cum Laude (2013)

## INVITED TALKS [SELECTED]

### INTERNATIONAL KEYNOTES

*ASEAN Higher Education Conference (AHEC), Universitas  
Indonesia*  
*Unveiling the Triumphs, Trials and Lessons of Student  
Mobility [Keynote]*  
2023

*International GLS on SDG4 (Quality Education) - Institut  
Teknologi Sepuluh November, Surabaya, Indonesia*  
*Antecedents of Quality Education: Look East & Act East*  
2022

*TIP Webinar - Telekom University, Indonesia*  
*Webinar (UI/UX) on Digital Product Design Challenges in  
5G Era*  
*You've Gotta Nice Smile! - Interfaces that Feel*  
2021

*Big Data Summit & PRAGMA Meeting, USM, Malaysia*  
*Trust Modelling in a Zero-Acquaintance Conversation*  
2018

*Japan Advanced Institute for Science & Tech (JAIST), Japan*  
*Culture Computing*  
2015

*HCI Day, Universiti Putra Malaysia (UPM), Malaysia*  
*Interfaces that feel [Keynote]*  
2014

*Seminar Asal Usul Melayu, USM Health Campus, Malaysia*  
*Perkomputeran Afektif dan Analisis Tingkahlaku [Keynote]*  
2014

## GRANTS [ONGOING]

As Principle Investigator

*C3 COIL - Collaborative Online International  
Learning*  
*European Partner: Heilbronn University, Germany*  
4 Outbound Exchange from 2024 - 2027  
2025 - 2027

*Erasmus + KA171 ICM [International]*  
*European Partner: Universidad Politécnica de Madrid*  
EUR 17,700,  
2023 - 2025

*Fundamental Research Grant Scheme (FRGS)*  
*Ministry of Higher Education Malaysia (MOHE)*  
*Investigating the Bystander Influence in deriving a  
Fusion of Bystander and BERT Model to  
Enhance Cyberbully Classification.*  
MYR 80,500  
2023 - 2025

*Research Team University Grant (RU-Team)*  
*Understanding Bribery Practices from a Neuroscience  
Cognitive Perspective - Sub*  
MYR 85,000 (AI Team),  
2024 - 2026

## GRANTS [COMPLETED]

As Principle Investigator

*USM Short Term*  
*Design and Evaluation of an Affect-Sensitive  
Synthetic Tutor (ASST)*  
RM30,825.70,  
5/03/2018-14/12/2021(completed)

*USM Short Term*  
*Culture-Sensitive Emotion Modelling for  
Intelligent Interfaces*  
RM36,100.00,  
01/06/2014-31/05/2017

*BJIM Community Grant*  
*MENDA - Mental Health Monitoring through a  
Dashboard*  
RM9,600.00,  
31/08/2022 - 31/08/2022

*Erasmus + KA01 ICM [International]*  
*European Partner: Universidad Politécnica de Madrid*  
EUR 47,950/ RM239,750.00,  
2016-2018

*Erasmus + KA01 ICM [International]*  
*European Partner: Universidad Politécnica de Madrid*  
EUR 14,730 / RM70,000.00,  
2018-2021

### **Erasmus + KA01 ICM [International]**

European Partner: Universidad Politécnica de Madrid  
EUR 14,730 / RM70,000.00,  
2021-2023

### **Erasmus + KA107 ICM [International]**

European Partner: University of Obuda Hungary  
EUR 48,400/ RM242,000,  
2021-2023

### **SEED (Semilla) [International]**

European Partner: Universidad Politécnica de Madrid  
TEUR 10,000/ RM 50,000,  
2019-2021 [extended for COVID to 2022]

### **Erasmus A4U + KA171 ICM [International]**

European Partner: Universidad Carlos III Madrid  
2024

## **TEACHING**

### **Postgraduate**

- CIT 571: Technopreneurship & Business Development [Informatics]
  - CIT 572: Cybermarketing [Informatics]
  - CCS 512: Business Intelligence & Decision Analytics [DS]
  - CDS 511: Consumer Behavioural & SocMed Analytics [DS]
  - CDT 542: Digital Entrepreneurship [DT]
- DS= Data Science, DT = Digital Transformation

### **Undergraduate**

- CSE/CPT 341: Software Architecture & Design
- CMT 423: Decision Support & Intelligence System
- CMT 222: Systems Analysis & Design [replaced]
- CCS 515: Advance Knowledge Management [replaced]

## **PROFESSIONAL MEMBERSHIPS**

IEEE, IEEE SIGHT, IEEE Systems Council

PenDaPat Malaysia - Malaysian Society for Higher Education Policy & Research Development

MyHCI-UX Malaysia

## **PUBLICATIONS**

For the list of publications, please click [HERE](#)

## **LEADERSHIP ROLES**

- Deputy Director (International Office - IMCC) (2019-2020, 2023-2024)
- Programme Manager/Chair (School of Computer Sciences) (2016-2018)
- USMi Founder & Advisor (USM) (2019-current)
- Internationalization Strategies Advisor - IMCC (2020 - current)
- Alumni Development Center (ADC) USM Consultant/Advisor (2021-current)
- metaLIFE@USM Lead (2023)

## **CONSULTANCY ROLES**

***Selected, only > USD 3,000 listed***

### **Project Director:**

*Tropical Data Science School (TDSS) - (2021-current) [International]*  
[syaheerah.com/tdss](https://syaheerah.com/tdss)

*USD 3,900 (2023)*  
*USD 23,483 - University Technology Sydney (2024)*  
*USD 24,000 - University Technology Sydney (2025)*

*ITS-USM Nusatenggara Internship -(2023)*  
*Institut Teknologi November Sepuluh, Indonesia*  
[syaheerah.com/nusa](https://syaheerah.com/nusa)  
*USD 18,600*

*Overseas Experience Learning Program (OELP) - (2024) - Gov. of Singapore*  
*NYP - Nanyang Polytechnic Singapore (NYP), Singapore*  
[syaheerah.com/nusa](https://syaheerah.com/nusa)  
*USD 16,600*

## SUPERVISION (POSTGRADUATES)

*Graduated*  
*PH.D*

Haziqah Shamsudin (Malaysia)

*Integration of Dynamic Loss Function Autoencoder in Boost Epsilon-Greedy Policy Deep Q-Learning in Classifying Highly Imbalanced with High-Level Complexity of Data*

2024

Badr Mohammed Omar Lahasan (Yemen)

*Elastic-bunch Graph Matching-based Models to Recognize Faces Exposed to Occlusion, Expression and Illumination*

2017

Bisan A.N Alsalibi (Palestine)

*Membrane-Inspired Bat Algorithm and Feature Selection to Recognize Faces in the Wild*

2017

## MASTERS [SELECTED]

(NOT INCLUDING DATA SCIENCE & DIGITAL TRANSFORMATION PRACTICUM)  
\*-BY FULL RESEARCH MODE

Bader Zayoud (UAE) \*

*A Culturally Responsive Zero-trust Security Model Adoption*

2024

Ibrahim Abba (Nigeria)

*Trust Modelling based on Facial Expression using Deep Learning*

2023

Nifhail Zambri (Malaysia) \*

*Prediction of Interestingness in Movie Trailers.*

2021

Hasan Adamu (Nigeria)

*Mining Public Sentiment From Twitter for COVID-19 Relief and Using Machine Learning Techniques*

2021

Sarmila Tharishny Kolasingam (Malaysia)

*Trust Modelling based on Facial Expression using Deep Learning*

2020

Michael Kong (Malaysia)

*Classification of Oscillatoriales Cyanobacteria Using Multimodal Features - collab with School of Biological Sciences*

2018

Zaaba Ahmad (Malaysia)

*Predictions Models of Extraversion and Neuroticism of Malaysian Facebook Users*

2015

Najlaa Saddiq Mokhtar (Malaysia)

*A Computational Model for Detection Emotion Detection in Learning*

2015

Amal Azazi Abdulaziz (Yemen) \*

*Automatic and Person-independent Detection of 3D Facial Expressions using Enhanced Support Vector Machine with Probability Estimation*

2015

Ren Xiaowan (China)

*The Impact of Age in Social Media Selection and Emotional Sharing Among Chinese People in Mainland China*

2014

*Ongoing*

*PH.D (MAIN SUPERVISION)*

Nahvin Muthusamy (Malaysia)

*Modelling Speaker Behavioural Profile for an Enhanced Context in Speech using Deep Learning*

DongLiangLi (China)

*Trust Modelling at Zero-acquaintance*

Hayfa Alfurayj (Kingdom of Saudi Arabia)

*The Bystander Contagion in Enhancing Cyberbully Detection Online - Awaiting Viva*

Samira Elsamad (Lebanon) - RUTEAMS grant GRA

*Modelling Multimodal Cues for Bribery Tendencies - I*

Mardhiah Mokhtar (Malaysia)

*Modelling Multimodal Cues for Bribery Tendencies - II*

Assad Thary (Iraq)

*Deepfake Detection using XAI and Deep Learning*

Mustafa al-Qudah (Saudi Arabia) - Co-SV

*Stress Modelling Using Multimodal - Awaiting Viva*

## MASTERS BY - RESEARCH MODE

ABDELRAOUF HAZEM AHMED (Egypt) - FRGS grant GRA

*Modelling Cyberbullying Detection with LLM Enhanced Bystander Features*

Nur Dayana Abdul Rahman (Malaysia)- Co-SV (School of Languages & Translation)

*Machine Translation of Humor in Comics*

## GRADUATE EXAMINATION

### Internal Examination [*Selected (Research)*]

2023 Abdurrahman Baraka - PhD

*Similarity Segmentation Approach for Sensor-based Human Activity Recognition*

2023 Mahmoud Ibrahim - PhD

*UTAUT-based Framework to Investigate the Role of Emotional Intelligence for AI-based Healthcare Systems in Jordan*

2023 Yeong Yin Lai - PhD

*A Multi Sources Comparable Text Extraction for Low Resource Hybrid Machine Translation*

2022 Siti Fatimah Huzaidi - Masters  
(Media Literacy)

*COVID-19 Fake Information: Analysis from Text Mining from Sebenarnya.my Website*

2021 Omar Aljanabi - PhD

*Domain-independent Bayesian Model for Aspect Category Detection and Distributed Vector for Implicit Aspect Extraction*

2020 Isaac Oludare Abiodun - PhD

*An Approach for Identifying an Individual's Tendency Towards Terrorism with Suspicion Indicators Profiling*

2017 Malikka Rajalingam - PhD

*Text Segmentation and Recognition Technique for Image Spam Detection*

2017 Jasmine Khaw Yen Min - PhD

*Bootstrapping Malay Dialect Models On Text Analysis And Phonetic Analysis in Text-to-Speech System*

2017 Toqir Ahmad Rana - PhD

*A Sequential Pattern Rule-Based Approach For Explicit and Implicit Aspect Extraction From Online Reviews*

### External Examination

2023 Cristina Luna-Jiménez, PhD, Universidad Politécnica de Madrid

*Design of Intelligent models for Multimodal Socio-Affective Computing International*

2022 Sharifah Noor Masidayu binti Sayed Ismail - Masters by Research (IT) , MMU Cyberjaya

*Unimodal Cardio-Based Emotion Recognition Systems: A Comparative Analysis National*

2022 Steven Wong Sue Hong

- Masters by Research (IT) , MMU Cyberjaya

*Automated Customer Engagement Profiling for Digital Signage Advertising National*

2019 Kirbana Jai Raman - Masters by Research (CS), MMU Cyberjaya

*Facial Recognition Framework on Anger and Fatigue Detection National*

2017 Ali Abdul Khadim, Masters of CS, UKM, Bangi,

*Enhanced Featuring For Short Documents Classification National*

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## COPYRIGHTS

Cyber\_Bystander (CYBY23)

[\*Link to download the CYBY23 Dataset\*](#)

Nigerian Pidgin-English Corpus  
for Emotion Classification

[\*Nigerian Pidgin-English Corpus for Emotion Classification\*](#)

IMCC Internationalization  
Dashboard, 2024

[\*Link to access the dashboard in Power BI\*](#)

Alumni Dashboard, 2024

*(Permission required to access)*