SYAHEERAH LEBAI LUTFI

\SHA-HEE-RA

شهيرة



My research focuses on Human-Centred AI and Medical Informatics, developing intelligent systems that understand human behaviour, contexts and needs. I integrate multimodal behavioural analysis, NLP and design thinking to develop and evaluate AI applications across healthcare and social environments. Beyond research, I have led international academic partnerships, curriculum innovation and institutional initiatives that connect research, education and societal impact.

I believe the science of emotion brings emotion to science.

LANGUAGES

- MALAY/INDONESIAN
- ENGLISH
- TAMIL
- SPANISH
- ARABIC(R\W ONLY)

CONTACT

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Email: s.lutfi@squ.edu.om

Orcid ID Google Scholar LinkedIn

ACADEMIC 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
Medical Education and Informatics,
College of Medicine and Health Sciences,
Sultan Qaboos University (SQU), Muscat, Oman
Oct 2024 - current

Associate Professor - now under secondment
School of Computer Sciences,
Universiti Sains Malaysia
Oct 2024 - current

Deputy Director (Internationalization Strategies & Global Engagement)
International Mobility & Collaborative Center (IMCC), USM (now International Office -IO)
May 2023 - Oct 2024, Jan 2018 - 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
2015 - 2024
University of Obuda, Hungary
2020 - 2024

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
May 2001 - Apr 2002

WHAT CARRIES WEIGHT

Selected Contributions, Leadership & Institutional Impact

01 INSTITUTIONAL LEADERSHIP

Built International Research Networks

Personally secured 15 Erasmus+ ICM through strategic European partnerships, generating joint research projects, co-authored publications and postgraduate supervision while sustaining long-term international collaboration.

Expanded Global Access for B40 Students

Created overseas opportunities for 20+ students, predominantly from B40 households, and eight staff through international partnerships, many experiencing their first international academic mobility.

Built and used Dashboards for Strategic University Decision-Making

Conceived, planned and led two copyrighted dashboards. IMCC informed JKPA (Malaysian Universities International Directors Committee) briefings and a Bahagian Education Malaysia (BEM) pilot. The Alumni dashboard gained Senate approval.

Connected faculties with active partners

Established School liaison networks and realigned IMCC functions to connect academic teams with active international partners.

Turned fraud prevention into student support

Built cases across offices to disrupt recruitment fraud, then established IMCC Bantu to provide a formal, trusted free and paid assistance.

Connected local and international students

Founded USMi to move beyond nationality-based student committees, fostering cross-cultural engagement through community and revenue-generating events. Student-led media strengthened word-of-mouth recruitment.

02 TEACHING & TALENT

Redesigned medical informatics curriculum

Redesigned SQU modules for cohorts of up to 226. Formal student feedback became markedly more positive.

Built intercultural confidence

Used culturally responsive teaching, mentoring and shared activities involving food to improve engagement across backgrounds.

Strengthened curriculum capability

Connected SQU CETL with USM expertise in outcome-based education training and contributed to university-wide OQF-aligned curriculum training and Responsible AI framework and governance.

Turned professional training into community collaboration

Trusted to deliver OMSB-accredited workshops for Medical City for Military and Security Services and SQUH, leading to collaborative community initiatives.

Established the USM–SQU academic bridge

Established the MoU, expanding research, academic collaboration and faculty development between Malaysia and Oman.

03 RESEARCH-TO-SOCIETY TRANSLATION

MENDA made student risk visible earlier

In a Malaysian public school pilot, counsellors used individual and group views to identify students needing attention. A related CBT workshop reached 35 at-risk students.

Bystander replies changed harm assessments

Pioneered thread-based detection. Experts revised severity ratings in 60% of cases after reading replies. Whole-thread AI improved context-aware detection, and open corpora support further research. Built first Omani-based Cyberaggression Platform for crowdsourcing data -cybermarsad.org

Identified a safer direction for psychiatric AI

Interviews with Omani psychiatrists identified privacy, cultural and documentation barriers to autonomous suicide-risk scoring. Clinician-assisted notes emerged as a more acceptable direction.

04 CONSULTANCY

Built TDSS into an international programme

Conceived, branded and led TDSS, securing returning partnerships particularly across Europe and Australia.

Built NUSA and OELP from concept to delivery

Created the programme identities and delivery models, then pitched, secured and led incoming programmes from Indonesia and Singapore.

H 16
H-index

9
Graduated Research Postgraduates

34
Graduated Masters Mixed-mode & Data Science Students

RM 1.2M
Grants

24
Q1/Q2 JCR journal publications

5x
Sanggar Sanjung Awards
Publications in top-decile (top 10%) Web of Science Q1 journals

5
Copyrights

RM 369K
Consultancy

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]

PhD Curriculum External Evaluator - Universiti Kebangsaan Malaysia (UKM) - 2026-2028

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 Distinction Cum Laude& Int. Honours (2013)

INVITED KEYNOTES & TALKS [SELECTED]

International Conference on Information Technology and Digital Applications (ICITDA), Yogyakarta, Indonesia
The AI Dependency - The Shadowed Truth [Keynote]
2025

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

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

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 []Keynote]
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

GRANTS AS PI
Ongoing

Internal Grant (IG)
Sultan Qaboos University, Sultanate of Oman
EOMR 5,000 (MYR 55 000) | 2026-2027 (two years)

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

C3 COIL - Collaborative Online International Learning
European Partner: Heilbronn University, Germany
4 Outbound Exchange from 2024 - 2027
EUR 22,600 (MYR 102,600)

GRANTS AS PI
Completed

Deanship of Research (RF)
Sultan Qaboos University, Sultanate of Oman
EOMR 3,000 (MYR 33000) | 2025-2026 (one year)

Fundamental Research Grant Scheme (FRGS)
Ministry of Higher Education Malaysia (MOHE)
Investigating the Bystander Influence in enhancing Cyberbully Classification.
MYR 80,500 |Aug 2023 - Sept 2026

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

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

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

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

TEACHING

Postgraduate

•INFS6414: Business Transformation in the Digital Age (SQU)

•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

•MEDI3100: Medical Informatics II (Spring) - SQU

•MEDI2100: Medical Informatics I (Summer/Fall) - SQU

•CSE/CPT 341: Software Architecture & Design

•CMT 423: Decision Support & Intelligence System

•CMT 222: Systems Analysis & Design [replaced]

•CCS 515: Advance Knowledge Management [replaced]

RESEARCH & SCHOLARLY CONTRIBUTIONS

Sustained Research Output

80+ listed scholarly outputs since 2005, spanning international journals and conferences. 24 journal articles in JCR Q1/Q2 journlas, with recent publications in IEEE Access, JMIR Medical Informatics, JMIR AI, PeerJ Computer Science and Computers in Human Behavior Reports.

Research Contributions in Human-Centred AI

Advanced affect-sensitive conversational systems, multimodal behavioural and trust modelling, and context-aware cyberaggression detection. Current research extends these foundations into culturally responsive medical AI, including virtual patients and clinical decision-support research.

Publications — View Complete Publication List
Current Research — Explore Ongoing Projects

PROFESSIONAL MEMBERSHIPS

IEEE Senior Member, IEEE SIGHT, IEEE Systems Council

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

MyHCI-UX Malaysia

LEADERSHIP ROLES

Deputy Director (International Office - IMCC) (2018-2020, 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

Project Director

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

USD 3,900 - Various International Partners (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
USD 18,600

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

SUPERVISION (POSTGRADUATES)

Graduated Ph.D

Hayfa Alfurayj (Kingdom of Saudi Arabia)
The Bystander Contagion in Enhancing Cyberbully Detection Online
2025

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

Mustafa al-Qudah (Saudi Arabia) - Co-SV
Stress Modelling Using Multimodal
2024

Bisan A.N Alsalibi (Palestine)
Membrane-Inspired Bat Algorithm and Feature Selection to Recognize Faces in the Wild
2017

Graduated Masters (selected)

(*FULL RESEARCH)

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

Sarmla 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 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 PhDs & Masters

(MAIN SUPERVISION)

Abdelraouf Hazem (Egypt) - FRGS grant GRA *
Modelling Cyberbullying Detection with LLM Enhanced Bystander Features - Awaiting Viva
2027

DongLiangLi (China)
Development and LLM-based Long Horizon Virtual Patient System for History Taking in Medical Education

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

(CO - SUPERVISION)

Ameera Al Battashi (Oman)
(College of Medicine and Health Sciences)
Development and Multicenter Clinical Validation of Machine Learning Models to Predict Multidrug-Resistant Organism Infections in ICU Patients in Oman

Nur Dayana Abdul Rahman (Malaysia)
(School of Languages & Translation)
Machine Translation of Humor in Comics

GRADUATE EXAMINATION

Internal Examination (selected)

2026 Wang Shuai Shuai - Masters
A collaborative filtering recommendation system using a combined time decay-topic model (t-LDA)-sentiment analysis (t-sentiment) and KNN-SVD++ approaches

2025 Hong Tau - PhD
Group Recommendation Based on Heterogeneous Graph Representation Learning

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

2026 Rabha Al Abdulsalaam - Masters, SQU
Identifying the Factors Associated with Cervical Cancer Screening in Omani Women Using Machine Learning Models
International

2025 Riham Jeeballah - Masters, SQU
Cross-Organ and Cross-Modality Transfer Learning for Medical Image Segmentation: From Brain Tumor MRIs to Liver Tumor CTs
International

2025 Thuraiya Rashid Mohammed Al Saadi- Masters, SQU
Exploring Willingness to Adopt AI in English Teaching Assessment.
International

2023 Cristina Luna-Jiménez, PhD, Universidad Politécnica de Madrid
Design of Intelligent models for Multimodal Socio-Affective Computing
International

2022 Steven Wong Sue Hon - Masters by Research (IT) , MMU Cyberjaya
Unimodal Cardio-Based Emotion Recognition Systems: A Comparative Analysis
National

2022 Sharifah Noor Masidayu binti Sayed Ismail - 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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Cyberaggression Bystander Roles Corpus (CABY26)

Cyber_Bystander Corpus (CYBY24)

Nigerian Pidgin-English Corpus for Emotion Classification

Link to download all corpora

IMCC Internationalization Dashboard, 2024
Link to access the dashboard in Power BI

Alumni Dashboard, 2024
(Permission required to access)

— End —