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Assoc Prof Dr Farrah Dina Yusop

Department of Curriculum
and Instructional Technology,
Faculty of Education,
Universiti Malaya
Malaysia

Dr Farrah Dina Yusop is an Associate Professor at Malaysia's Universiti Malaya's Faculty of Education. She received her Ph.D. from Iowa State University in Curriculum and Instructional Technology and Human-Computer Interaction. She was the former Director of the Academic Development and Enhancement Centre (ADEC) at Universiti Malaya, a centre dedicated to managing the university's academic and professional development programs.

Dr Farrah is a scholar-researcher-practitioner specializing in instructional design and development, professional development, and educational technologies for effective learning, online, experiential, and service-learning.

Her work has appeared in several high-impact journals. She also received several national and international awards, including the Outstanding Journal Article Award, Young Researcher Award, Outstanding Woman in Humanities and Social Sciences, and the prestigious Malaysian Minister of Education's Special Award (AKRI) for excellence in teaching and learning.

She has led and participated in numerous national and international collaborative projects with scholars from Australia, the United States, Thailand, Indonesia, and the Philippines, with research grants totaling more than MYR1 million. She holds four patents, more than fifteen copyrights, and twenty-one trademarks.