

MAS AIYU BINTI JAMALUDIN

Lecturer (FSPU)

Centre of Studies for Park and Amenity Management
Faculty of Architecture, Planning and Surveying
Universiti Teknologi MARA,
40450 Shah Alam,
Selangor, Malaysia.

Research Nexus UiTM (ReNeU): Energy and Environment

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Areas of Expertise

Environmental Management, Environmental Economics, Park Management, Community Management, Environmental and Planning

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https://www.researchgate.net/profile/Mas_Jamaludin

<https://scholar.google.com/citations?user=masaiyujamaludin&user=-dnyarkAAAAJ>

Personal Information

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Centre of Studies for Park and Amenity Management,
Faculty of Architecture, Planning and Surveying,
Universiti Teknologi MARA (UiTM),
40450 Shah Alam,
Selangor, Malaysia

Academic Qualifications

Master of Social Science (Environment and Planning), 2008, RMIT University, Melbourne.
Bachelor of Estate Management (Honours), 2006, Universiti Teknologi MARA (UiTM), Shah Alam.
Diploma in Valuation, 2002, Universiti Teknologi Malaysia (UTMKL), Jalan Semarak.

Professional Members

1. World Urban Parks (WUP), Professional Member, 2016 – Present.
2. Malaysia Parks, Amenity and Recreation Management Society (MyParks), Member, 2014 – Present.

Teaching and Learning 2008 – 2018 (PhD Study leave until 2021)

Park Recreation Programming This subject introduces program planning in parks, recreational centers and leisure service to fulfill the community recreational needs.

Recreation and Leisure This subject introduces the theory and principle of recreation and leisure. This includes the definition, history, types and development of recreation and leisure. Despite that this subject will emphasize its relations towards the development and conserving nature.

Community Organization This course explores the potential and importance of community in park management and/or natural resource management. This class examines community participation methods and techniques being used by various organizations to resolve conflict.

Park and Conservation Laws This subject focuses on the legal system of Malaysia regarding to parks and conservation management. This course provides knowledge and skills to students particularly on parks and conservation laws in Malaysia.

Park and Amenity Management - STUDIO 2 This course provides a process of evaluating the urban and natural park resources and other aspect of landscape characters. This process enables students to establish information on resources, social and managerial elements and characteristics of an area which later translates into a management plan.

Resources and Environment This course will explore issues related to resources and environment which enable students to understand the issues. It's emphasized the understanding on the important of environment resources and interaction in natural setting. It also focuses on the utilization of resources without and/or with limited impact to the environment and the positive exploitation of the resources in the planning and development of park.

Technology and Environment The advancement in Science and Technology has resulted in positive and negative effects to the environment. This course will explore the issues related to technology that applied and the effects either positive or negative to the environment. It also emphasizes on the effective use of modern technology such as catalytic converter to reduce the negative impacts to environment.

Park Administration and Financial Management This course introduces student to the theory, principle and technique in management and finance. The contents will equip students with knowledge and basic decision making in daily operation of parks.

Student Supervision

2018

AmirSidqi bin Mohd Zakri (2014576329)
Arief Izzuddin bin Abdul Arif (2014360463)
Che Syazwan bin Che Samsol (2014367209)
Nur Eleerah binti Azman (2014367209)
Nurul Izyan binti Roslie (20154192340)
Muhammad Saiful bin Othman (2015683642)
Norsimawati binti M Bakri (2015401778)
Noraziah binti Abd Aziz (2015409008)

2017

Siti Fariqah binti Abd Halim (2014646316)
Siti Fatimah binti Ramlan (2014244276)
Siti Nurhanisah Husna binti Abdul Wahab (2014805848)
Siti Mariam binti Mat Salleh (2014472132)

2016

Mohamad Ashraf bin Abdul Kadir (2012334647)
Noor Amiera Hasni binti Zulkifli (2012573169)
Nurhidayati binti Kamaludin (2012921243)
Nurul Shafika binti Radi (2012767985)
Mohamad Soleh Ansri bin Mohd Yusoff (2012491474)

2015

Muhammad Aizuddin bin Jamalluddin (2011729623) *The Determinants and Barriers Faced by Children with Virtual Impairment to Perform Physical Recreation Activities.*
Norkartini binti Mohd Yamin (2011335185) *The Influence of Vegetation Design on Women's Perception of Perceived Safety in Public Parks.*
Mohammad Amirulhadi bin Mohammad Hafed (2012680562) *The influence of Theme Park Queuing System Towards Visitors' Satisfaction: Case Study: Lost World of Tambun, Ipoh Perak.*
Fazieyana binti Abdul Razak (2012680562) *The Influence of Museum Experience Towards Visitors' Satisfaction and Their Intention to Revisit; National Museum Kuala Lumpur.*
Siti Syazwana binti Mustapa (2012428686) *The Influence of Perceived Barriers to Physical Activity Towards the Level of Hospital Staff Participation in Physical Activities; KPJ Klang Specialist Hospital.*

2011

Junaedi bin Ahmad Sultan (2008424412)
Nur Ain Farahida binti Abdullah (2008414078)
Shahidan bin Ab Wahab (2008299296)
Huzaida binti Ishak (2008412358)
Siti Farah Enis binti Juaini (2008299998)

2010

Hamizah

Mohd Farid bin Isa

Mohd Hafizi bin Mahadi

Norazam Hafizi bin Mohd Ghani

Nur Amirah binti Mohamad Zain

Nur Anis Shazwin bin Sekeri

2009

Siti Noor Azilah bt Asif, *Local Community Perception of Gunung Lang Recreation of Perak.*

Publications

Mas Aiyu Jamaludin, Puteri Shahirah Megat Jamual Fawaeed, Mohd. Salleh Daim, Zakaria Hashim, Mohd Ruzed Embong, Puteri Nur Naquiah Datu Bandira, Norfatimah Nordin & Othman Kangsar, (2020), Preliminary Scoping Appraisal on Ecosystem Services at Gunung Korbu, Hulu Kinta, Perak, Submitted to Geopark Perak, Main Author.

Mohd Salleh Daim & **Mas Aiyu Jamaludin**, (2017) A Preliminary Study of Community Participation in Protected Area Management Gunung Ledang Johor National Park, Biodiversity and Socio-economic Environment, UiTM Press, Co-Author.

Siti Noorbaizura Bookhari, Mazzueen Md Khalid, Zakaria Hashim, Azman A. Rahman and **Mas Aiyu Jamaludin**, 2010, Assessing New Nature Trail for Bukit Cherakah Reserved Forest, Presented to the Committee of SP Setia, Member.

Research Grants and Contracts

Siti Noorbaizura Bookhari, Zakaria Hashim, Mazzueen Md Khalid and **Mas Aiyu Jamaludin**, 2020, The Perceptions of Outdoor Recreation Users Toward Recreation Resource Impacts at Taman Negara Pahang, Transdisciplinary Research on Biodiversity and Environment at Pahang National Park, Self-funded, Team Member.

Mohd Salleh Daim, **Mas Aiyu Jamaludin** and Siti Noorbaizura Bookhari, 2020, Ecotourism Providers Willingness To Pay for Pes in Taman Negara Pahang, Transdisciplinary Research on Biodiversity and Environment at Pahang National Park, Self-funded, Project Member.

Nor Rima Muhamad Ariff, Mohd Salleh Daim & **Mas Aiyu Jamaludin**, (2020), Ecosystem Services Site-based Assessment (TESSA) in Royal Belum State Park, Perak, LESTARI.

Consultation & Expertise

Team Member, Ekspedisi Saintifik Taman Negara Pahang ke-2, UiTM – Perhilitan 2020 – On Going.

Leader, Ekspedisi Saintifik Gunung Korbu, Perak, Jabatan Mineral and GeoSains Negeri Perak, 2019, Completed.

Trainee, Toolkit for Ecosystem Services Assessment (TESSA) Training in Kopel Sandakan Sabah, South East Asia Rainforest Research Partnership (SEARPP), 2018, Completed.

Committee, PERHILITAN and UiTM, Program Diploma Eksekutif Pengurusan Kawasan Perlindungan, University, 2017-2018, On Going.

Modul Developer for EPAWM Course, Melaka (2015), Completed.

Team Member, Johor National Park Corporation and UiTM, Scientific Expedition of Gunung Ledang National Park, 2013, Completed.

Chapter in Book, Buku Kerjaya FSPU, 2011, Fakulti Senibina Perancang dan Ukur, UiTM, Completed.

Team Member, SP Setia and FSPU, UiTM, Scientific Expedition and Exploration of Bukit Cherakah Reserved Forest, 2010, Completed.

Innovation, Commercialization & Entrepreneurial

MOOC International Competition, Pembangun Bahan Kursus Massive Open Online Courses (MOOC), 2017, Team Member.

Management of Kenong Rimba Park, Poster, IID 2016, Faculty of Architecture Planning and Surveying, Participation, 2016, Team Member.

Services & Administration

- Students Advisor (2010 - 2018)
- Accreditation & External Examiner Committee Member (2013 – 2018)
- Internal Audit Committee Member for Center of Study (Sept 2017 – Mar 18)
- Resource Person, 2008 – 2018, Centre of Studies for Park and Amenity Management.
- Exam Coordinator, 2012 – 2018, Centre of Studies for Park and Amenity Management.
- Pembangun Bahan Kursus Massive Open Online Courses (MOOC) (Apr – Dis 2017)
- Resource Person for Recreation and Leisure Subject (2013 – 2018)
- Resource Person for Community Organization Subject (2013 – 2018)
- Park and Amenity Management Syllabus Review Committee Member (2011 – 2015)
- Researcher, 2013 – 2016, Centre for Biodiversity & Sustainable Development, Universiti Teknologi MARA.
- Researcher, 2011, University, Scientific Expedition of Gunung Ledang National Park UiTM-PTNJ.
- IGU Commission on Marginalization, Globalization & Regional and Local Responses, 2009, Center Biodiversity & Sustainable Dev, Committee & MC for Gala Dinner.

Work and Collaboration Experience

Lecturer, 2008 – Present, UiTM, Lecturer at Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying, UiTM Shah Alam.

Guest Speaker and Facilitator, 2015, PERHILITAN, Effective Protected Area and Wildlife Management (EPAWM) Course, Conducting session for cluster 'Landscape and Habitat Management'.

Awards & Recognitions

Staff Scholarship UiTM/KPT-SLAB 2018-2021

Appreciation, PERHILITAN and UNDP, 'Effective Protected Area and Wildlife Management' (EPAWM) Course, National, 2015, Guest Speaker and Facilitator.

Young Lecturer Scheme UiTM 2005/2006

Contribution to Society

Sukan Antara Staf (SAF), UiTM, University, 2018, UiTM Shah Alam Netball Player, in UiTM Kedah, 4th Place.

Shah Alam Staff Sports Tournament (SASSA), Universiti Teknologi MARA, Member, University, 2018, Netball Player for Faculty of Architecture Planning and Surveying, Bronze Medal.

Volunteer for Program Sarana Ibu Bapa SKS9 (Mar 2017).

Community Programme to Masjid Kg Padang Jawa – Bubur Lambuk (May 2017).

Program Pembersihan Taman Eko Rimba Kanching, Rawang with Tourism Selangor (Mar 2017).

Community Volunteering at Hari Gotong Royong Perdana SK Seksyen 6 Shah Alam (Apr 2016)

Community Programme with Rumah Titian Kasih OKU An-Nur, (2015), Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying, Advisor.

Community Volunteer at Zoo Negara (2014), Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying, Advisor.

Community Programme with Wakaf Desa Fahmi (2013), Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying, Advisor.

Community Programme at Kemaman Terengganu (2012), Eco Care – PPPTA, Program Advisor.

FSPU Netball Team for Sukan antara Staf UiTM Shah Alam (2011)

Community Programme with Homestay Kampung Beng, Grik Perak (2010), Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying, Advisor.

Other Activities

Academic Trip to Thailand Forestry, Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying and Thailand Forestry Department, Knowledge and Expertise Sharing, 2015, Committee.

Academic Trip to JogJakarta, Centre of Studies for Park and Amenity Management, Faculty of Architecture Planning and Surveying and University of GajahMada Indonesia, Knowledge and Expertise Sharing, 2012, Committee.

Previous Employment

- Shell (M) Sdn Bhd Management Trainee, Field Engineer. (2005 – 2006)
- HSBC International Sales Exec (2004)
- JAZ International (M) Sdn. Bhd Property Marketing & Sales Executive at JAZ International (M) Sdn Bhd (2001 - 2003)
- Sek Men Keb Sultan Salahuddin Abdul Aziz Shah (SMKSSAAS) Mathematics Sub-Teacher (2001)