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1  About CBNI
2  Our Partners
3  Objectives
4  Team Members
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ABOUT CBNI

Realizing on the potential of crowdsourcing as a new entrepreneurial evolution in digital economy that offers various research areas to be explored, in 2012, Faculty of Computer and Mathematical Sciences (FSKM) has taken this opportunity to set up the Crowd Business and Innovation Research Interest Group (CBNI).

CBIC works closely with Multimedia Development Corporation (MDeC) and Crowdsourcing Industry Association of Malaysia (CIA) to facilitate the development of crowdsourcing industry in Malaysia.

OUR PARTNERS
OBJECTIVES

CBNI is a research interest group of innovation in the production of high-impact ideas related to crowdsourcing. It will also be the centre of human development and training for each component involved in crowdsourcing industry.

The objective of CBNI is to serve as a centre for research, consultation, sharing information and training.

CBNI will contribute towards the development of quality lecturers, programs, graduates, research commercialization and industry networks.

It will indirectly help the university to strengthen the research, teaching and learning among lecturers.
TEAM MEMBER

Prof. Datin Dr. Noor Habibah Arshad
Information System and Software Risk Management

Prof. Dr. Nor’azam Mastuki
Accounting and Taxation

Dr. Norjansalika Janom
Information System and e-Commerce

Dr. Syaripah Ruzaini Syed Aris
Information System and IT Outsourcing & Management

Fauziah Ahmad
Information System and Business IT

Dr. Nor Shahniza Kamal Bashah
Computer Technology & Networking and Mobile & Wireless Computing

Pn Sariani Sarijo
ICT Strategic and Policy
RESEARCH

1 Crowd Sourcing Business Innovation
   2014 – 2016
   UiTM GRANT
   PI: Prof Datin Dr Noor Habibah

2 Formulating the Conceptual Microsourcing Dynamic Multi-dimensional Ecosystem Model
   2014 – 2016
   FRGS
   PI: Dr Norjansalika Janom

3 A Framework Towards Sustainable Microsourcing Ecosystem
   2012 – 2014
   Kementerian Pengajian Tinggi (KPT) Grant
   PI: Dr Syaripah Ruzaini Syed Aris

4 Multidimensional Micro Sourcing Maturity Integration
   2012 – 2014
   UiTM RIF Grant
   PI: Dr Norjansalika Janom

5 Formulating An Infostructure Maturity Model By Integrating Crowdsourcing For Measuring Disaster Relief Practices
   1/9/2016 – 31/8/2018
   UiTM Bestari Grant
   PI: Prof Datin Dr Noor Habibah

6 The Development Of Dynamic Task Assessment And Competency Level Multi-dimensional Model Using Association Rule
   1/9/2016 – 31/8/2018
   UiTM Lestari Grant
   PI: Dr Syaripah Ruzaini

7 Crowdsourcing Feasibility Assessment For Small Medium Enterprises In Malaysia
   1/7/2017 – 30/6/2019
   UiTM Lestari Grant
   PI: Dr Norjansalika Janom

8 Unifying Crowdsourcing Platform Implementing Job Aggregator Function Using Hybrid Algorithm
   1/1/2018 – 31/12/2019
   UiTM Bestari Grant
   PI: Dr Nor Shahniza Kamal Bashah

TOTAL RESEARCH GRANTS : 8
TOTAL PUBLICATIONS: 40 (Jan 2018)

Local and International Proceeding papers and Journal articles

2011: 6 articles
2012: 6 articles
2013: 5 articles
2014: 7 articles
2015: 4 articles
2016: 4 article
2017: 2 article
2018: 7 article and more in progress

Kindly refer to: http://fskm.uitm.edu.my/cbic/service/publication.html for the publication details.
## LIST OF PUBLICATIONS

### 2018

<table>
<thead>
<tr>
<th>No</th>
<th>Title Publication</th>
<th>Publication</th>
<th>Indexed</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Conceptual Model for Sustainable Crowdsourcing Ecosystem</td>
<td>PERTANIKA Journal JST(S)-0404-2017 paper ID 008, JST(S) Vol. 25(S)</td>
<td>Indexed in Scopus</td>
</tr>
<tr>
<td>2</td>
<td>Formulating Crowdsourcing Task Multi-Dimensional Ecosystem Model will be published into</td>
<td>Journal of Engineering and Applied Sciences, Special Issue. Paper ID: 1570324641</td>
<td>Indexed in Scopus</td>
</tr>
<tr>
<td>3</td>
<td>Low Income community as Crowd Worker for Crowdsourcing: Issues, Challenges and Future Directions</td>
<td>Special issue of International Journal of Engineering and Technology, ISMSP2018</td>
<td>Indexed in Scopus</td>
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### 2017

<table>
<thead>
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<th>No</th>
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<tbody>
<tr>
<td>2</td>
<td>Design and Validation of Infostructure Maturity Model Survey Through Rasch Techniques</td>
<td>Journal of Theoretical And Applied Information Technology (JATIT), 15 Dis 2017, Vol 95, No 23</td>
<td>Indexed in Scopus</td>
</tr>
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</table>
# LIST OF PUBLICATIONS

## 2016

<table>
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<tr>
<th>No</th>
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<tbody>
<tr>
<td>2</td>
<td>Crowdsourcing to Uplift The Lifestyle of Low Income Community</td>
<td>Advance Science Letters, 1658-1661, Volume 22, Number 5-6,</td>
<td>Indexed in SCOPUS and ISI Indexed.</td>
</tr>
<tr>
<td>3</td>
<td>An Infrastructure Maturity Model (IMM): Conceptual Framework, Information</td>
<td>An International Interdisciplinary Journal, 4897-4907, Volume 19, Number 10(B)</td>
<td>Indexed in Scopus.</td>
</tr>
<tr>
<td>4</td>
<td>Understanding and Building the Definition for Infrastructure in Disaster Management,</td>
<td>Journal of Advanced Management Science Vol 4 (6)</td>
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## 2015

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<tr>
<td>2</td>
<td>Crowdsourcing to Uplift the Lifestyle of Low Income Community</td>
<td>2015 International Symposium on Social Sciences, Arts and Humanities (SYSSARM)</td>
<td>Indexed in IEEE Explore, Scopus</td>
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<tr>
<td>4</td>
<td>Use of Infrastructure For Disaster: Towards Definition Of Infrastructure</td>
<td>The 5th International Conference On Computing And Informatics (Icoci2015)</td>
<td>Indexed in ISI Thompson</td>
</tr>
</tbody>
</table>
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#### 2014

<table>
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<tr>
<td>2</td>
<td>e-Management Concept and Process of Crowdsourcing Platform Certification</td>
<td>Proceedings Conference on e-Learning, e-Management and e-Serivces (IC3e), Melbourn, Australia, 10-12 December 2014 (To be Presented)</td>
<td>Indexed in IEEE Explore, Scopus</td>
</tr>
<tr>
<td>3</td>
<td>Crowdsourcing Platform Implementation: Challenges, Issues, Experiences and Solution Strategies</td>
<td>Journal Computer Networks</td>
<td>Indexed in Elsevier Impact Factor 1.330 Hi-Index 78</td>
</tr>
<tr>
<td>4</td>
<td>Investigating the B40 Crowd Worker Technology and Knowledge Readiness in Malaysia (under RIFs Grant)</td>
<td>Proceedings Knowledge Management International Conference (KMICe) 2014, Langkawi, 12-15 August</td>
<td>Indexed in IEEE Explore, Scopus</td>
</tr>
<tr>
<td>5</td>
<td>Enablers In Implementing Micro Sourcing For The Low Income Group In Malaysia</td>
<td>(IJC) International Journals of Computers and Technology ISSN 2277-3061 (online), Vol 12, No 5, January 28, 2014</td>
<td>Indexed in CiteSeer, UlrichWeb, ProQuest</td>
</tr>
<tr>
<td>6</td>
<td>The Readiness of Job Provider Crowdsourcing in Malaysia (under RIFs Grant)</td>
<td>IEEE 4th International Conference on Artificial Intelligence And Applications In Engineering and Technology (ICAIET2014), 3-5 Disember 2014</td>
<td>Indexed in IEEE Explore, Scopus</td>
</tr>
<tr>
<td>7</td>
<td>Crowdsourcing: The Trend of Prior Studies</td>
<td>IEEE 4th International Conference on Artificial Intelligence And Applications In Engineering and Technology (ICAIET2014), 3-5 Disember 2014</td>
<td>Indexed in IEEE Explore, Scopus</td>
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<tr>
<td>5</td>
<td>Strategic Analysis towards the Development of Micro Sourcing Strategic Trusts</td>
<td>(IJCT) International Journals of Advanced Computers and Technology</td>
<td>Indexed in IEEE Explore</td>
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<tr>
<td>Year</td>
<td>Project</td>
<td>Deliverables</td>
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</tbody>
</table>
| 2017 - 2018 | **Enhancement of eRezeki Global High Income Module for Crowdsourcing Course Implementation in Higher Learning Institution** | • eGHI Module for Higher Learning Institutions  
• Training for Trainers  
• Crowdsourcing as an Elective Courses for UiTM |
| 2016 - 2017 | **eRezeki Master Trainer Certification Program**                         | • eRezeki Master Trainer Module  
• Training for Trainers Certification  
• On-line Competency Assessment Tool |
| 2015 - 2016 | **Crowdsourcing: Graduate Training Self Employability Program**          | • Self Employability Training Program                                           |
| 2014 - 2015 | **Promote, Educate and Engage Local Enterprise to Crowdsourcing / Micorsourcing Opportunities** | • Education and Outreach Modules  
• Bootcamp Training for B40  
• Graduate Employability Training Programme (GETP) Collaboration with Pusat eRezeki  
• Awareness Program and 1-to-1 Engagement (Outreach Program) |
| 2012 - 2013 | **Micro Sourcing to Generate Income for the B40 Strategic Study**       | • Strategic Framework for Crowdsourcing  
• Certification Guideline for Crowdsourcing Platform |
AWARD

1** Trainer for eRezeki Master Trainer Certification**

CBnI responsibles to provide training to at least 2000 Facilitators and Trainers from all Pusat eRezeki and Wakil eRezeki all over Malaysia

2016–2017
By
Malaysian Digital Economy Corporation

2** Wakil eRezeki to represent Public University**

UiTM has been chosen as one of the Wakil eRezeki by MDEC to support and accommodate the digital workers.

June 2015

3** Anugerah Kecemerlangan Perhubungan Industri Masyarakat & Alumni**

SILVER AWARD

October 2014
UiTM
DIGITAL Workers

Under crowdsourcing programme, digital workers (DW) are those who pull jobs from platforms and complete the job independently at home. To date, CBNI has trained a numbers UiTM graduates to be as digital workers.

<table>
<thead>
<tr>
<th>No of DW Trained</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>@ FSKM Boot Camp Programme</td>
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<tr>
<td>200</td>
<td>@ eREZEKI Master Training of Trainers Programme</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No of DW Trained</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>590</td>
<td>@ MASMED Graduate Employability Programme</td>
</tr>
<tr>
<td>26</td>
<td>@ GETP Training of Trainers</td>
</tr>
</tbody>
</table>
DIGITAL Workers

Under crowdsourcing programme, digital workers (DW) are those who pull jobs from platforms and complete the job independently at home. To date, CBNI has trained a numbers UiTM graduates to be as digital workers.

<table>
<thead>
<tr>
<th>No of DW Trained</th>
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<tbody>
<tr>
<td>70</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

- 70 @ Boot Camp Programme
- 50 @ eREZEKI Programme

Future Plan

200 @ relevant curriculum and course per year
TRAINING, EXHIBITION, WORKSHOP, LECTURE SERIES AND INDUSTRIAL TALK

- Learning Digital Government Workshop with JPA, KSL Johor Bahru October 3-5, 2018
TRAINING, EXHIBITION, WORKSHOP, LECTURE SERIES AND INDUSTRIAL TALK

- Workshop on Publication and Report Writing for CBNI members, 19 – 21 January 2018, Royale Chulan The Curve, Petaling Jaya
TRAINING, EXHIBITION, LECTURE SERIES AND INDUSTRIAL TALK

CROWDWORKING@ DIGITAL WORKFORCE AS ELECTIVE UNIVERSITY COURSE

- Meeting with Deputy Cancellor Academic UiTM, Deans and Deputy Academic Dean from various faculties., 3 Jan 2017 ,at Cancellery UiTM.

- Mesyuarat Jawatankuasa Induk Kurikulum Universiti (JKIKU), 19 Jan 2017 , 9.00 am Meeting Room UHEK

- Meeting on Constructive alignment and CLO for the course with PM DR Jaafar Jantan, Subject Matter Expert iCGPA, 20 Jan 2017, 3.00 pm, UPMO meeting room, Canseleri, UiTM
TRAINING, EXHIBITION, WORKSHOP, LECTURE SERIES AND INDUSTRIAL TALK

Round Table Discussion with MR GIOVANNI TOSHI CODERS TRUST from Bhutan Bangladesh

At Meeting room Infotech, SAAS building, UiTM Shah Alam, 3 March 2016 (Thursday), 2.30 pm – 5.30 pm
eREZEKI Master Trainer Certification Programme, June 1 – 3, 2016

eRezeki Learn & Earn Training Programme, May 16, 2016

Sua Mesra CBIC dengan Pusat EREZEKI SHAH ALAM, February 2016

Pameran CBIC @ 50 TAHUN FSKM, May 6, 2016

PROGRAM eREZEKI NETCENTRIC, May, 2016

CBIC MEET VC of UiTM, Januari 2016

Kunjungan Industri Germany CS Assoc, February 2016

HOT BOUNTY Talk, December 9, 2015

Kunjungan Kolaborasi UNITEN to CBNI, October 15, 2015

Meeting with Local Crowdsourcing Partners on eRezeki Programme October 9, 2015

REZEKI Moving Forward - Training of Trainers For eRezeki Operator October 2015

Crowdsourcing Asia New Production Task And Requirement September 22, 2015
TRAINING, EXHIBITION, LECTURE SERIES AND INDUSTRIAL TALK

- 123rf Workshop
  September 15, 2015

- eRezeki Moving Forward - Training of Trainers For eRezeki Operator on Freelancer.com September 2 & 3, 2015

- eRezeki Program Launching
  June 17, 2015

- eRezeki Training for FSKM, UiTM Students June 16 & 17, 2015

- Train of Trainers (TOT) For eRezeki Portal
  June 4, 2015

- 3rd Meeting of Crowdsourcing Industry Association Malaysia
  June 2, 2015

- Graduates Employability Training of Trainers (TOT), May 16, 2015

- 1st Lecture Series - Crowd Business Model & Innovation: How To Unlock Your Business Potential Via Cowdsourcing
  Feb 15, 2015

- 2nd Lecture Series Enterprise Crowdsourcing and Machine Intelligence
  May 15, 2015.
TRAINING, EXHIBITION, LECTURE SERIES AND INDUSTRIAL TALK

- CBIG Meeting with Crowdsourcing Industry Association Malaysia
  May 14, 2015

- Digital Malaysia National Conference, May 14, 2015

- 2nd Meeting of Crowdsourcing Industry Association Malaysia
  April 23 2015

- 1st Meeting of Crowdsourcing Industry Association Malaysia
  March 19, 2015

- Booth Exhibition at Muslim Business Network Association (MUBIN)
  April 30, 2014

- SMIDEX’14, June 6, 2014

- Trans-pacific Partnership Consultation Session
  June 19, 2014

- Crowdsourcing as Future Work
  June 24, 2014

- Workshop on Free Trade Agreements, June 26, 2014

- Digital Malaysia Crowdsourcing Mini Boot Camp, June 27, 2014
TRAINING, EXHIBITION, LECTURE SERIES AND INDUSTRIAL TALK


- Program Digital Malaysia, July 14, 2014

- Digital Malaysia Crowdsourcing Train of Trainers Session, July 18, 2014

- 2nd & 3rd Self Employability Training Program, August 27, 2014

- KL Converge, September 17, 2014

- Asian Management Conference & Exhibition, October 13-14, 2014

- Anugerah Kecemerlangan Perhubungan Industri Masyarakat & Alumni, October 2014
YBhg. Professor Datin Dr. Noor Habibah Hj Arshad
Head
Crowd Business and Innovation (CBNI) Research Group
Faculty of Computer and Mathematical Sciences
Universiti Teknologi MARA
40450 Shah Alam, Selangor
Malaysia
Tel : 03- 55211204
Fax : 03-55435501
Email : cbic@tmsk.uitm.edu.my
URL: http://fskm.uitm.edu.my/cbic/