Assoc. Prof. Aslina Baharum, Sunway University, Malaysia

Bio:

Area of Expertise: User Experience (UX)/ User Interface (UI), Human-Computer Interaction (HCI)/ Interaction Design, Product & Service Design, Software Engineering & Mobile Development, Information Visualization & Analytics, Multimedia, Information and Communication Technology, Information System, Software Engineering and Entre/Technopreneurship

Brief Introduction: Ts. Dr. Aslina holds the position of Associate Professor in Department of Data Science and Artificial Intelligence (DSAI) at the School of Engineering and Technology, Sunway University. Previously, she has served as a Senior Lecturer at the Facul-ty of Computer and Mathematical Sciences in Universiti Teknologi MARA (UiTM), and as a Senior Lecturer at the Faculty of Computing and Informatics in Universiti Malaysia Sa-bah (UMS), where she led the User Experience (UX) research group. Completing her academic journey, she also brings valuable industry experiences as a former Information Technology (IT) Officer at the Forest Research Institute of Malaysia (FRIM). She had experienced more than 20 years in the IT field.

She earned her PhD in Visual Informatics from UKM, a Master Science degree in IT from UiTM, and Bachelor of Science (Hons.) in E-Commerce from UMS. Dr. Aslina is an active member of the Young Scientists Network - Academy of Science Malaysia, where she served as Executive Committee (EXCO) 2024/2025 and 2020/2021 (Chair of Policy and Governance Working Group), a Senior Member IEEE, and a certified Professional Technologist recognized by MBOT. She has further contributed to the field by serving as an auditor for MBOT/MQA.

She has received medals at research and innovation showcases and has been honored with awards for her teaching, excellence in service, and outstanding contributions as a researcher. Her bibliography showcases her prolific output, including co-authored and co-edited books, over 40 book chapters, technical papers presented at conferences, and more than 80 peer-reviewed and indexed journals publications. She has also taken on editorial roles for several journals and actively participated as a committee member, session chair, and part of editorial board/ teams while actively participating as a reviewer. Dr. Aslina has graced numerous conferences with her wisdom, delivering keynote speeches, invited speakers and plenary talks/ sessions.

Her research interests span a wide spectrum, encompassing User Experience (UX)/ User Interface (UI), AI-UX, HCI/ Interaction Design, User Research, Product & Service Design, Software Engineering & Mobile Development, Information Visualization & Analytics, Multimedia, ICT, IS and Entre/ Technopreneurship. Dr. Aslina’s expertise extends beyond the academic realm; she imparts her knowledge through workshops and talks on various subjects, including UI/UX, Entrepreneurship, Video/Image Editing, E-Commerce/Digital Marketing, STEM, Design Thinking and etc.

Furthermore, she is certified as a Professional Entrepreneurial Educator, Executive Entrepreneurial Leader, and HRDF Professional Trainer, which highlights her strong commitment to education and entrepreneurship. Dr. Aslina is highly regard in her field, dedicated and consistently pushing the boundaries of knowledge and sharing her wealth of expertise with others.

**Title:**

Enhancing Distance Education with Personalized, Gamified, and Industry-Aligned Learning Experiences

**Abstract:**

Distance education stands at a pivotal moment of transformation, shaped by rapid advancements in information and communication technologies, as well as growing expectations for flexibility, engagement, and real-world relevance. While it has successfully broken-down barriers of time and place, the next frontier lies in making learning not just accessible, but deeply personalized, motivating, and professionally meaningful. This study explores how the integration of personalized learning paths, gamification strategies, and industry-aligned content can reshape the distance learning experience. These elements work in synergy to foster learner autonomy, increase engagement, and bridge the gap between academic knowledge and workforce demands. Drawing on practical insights and case-based examples, the session will highlight design approaches that adapt to individual learner needs, embed game-like dynamics for sustained motivation, and connect learners to real-world skills through authentic, industry-driven scenarios. As we look ahead to the convergence of technologies and the rise of smart learning ecosystems, this study will argue for a future of distance education that is not only scalable and inclusive but also deeply human-centered. The goal is to spark a dialogue on how educators, technologists, and institutions can collaborate to build learning environments that are agile, engaging, and aligned with the evolving landscape of education and employment.