

CONTRIBUTORS

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Sohaimi Abdul Aziz (Professor Dato' Dr.) has been a lecturer in the School of Humanities, USM since 1995 and in 2011 he was appointed as a professor of literary and media studies. His books have received several academic awards such as the Southeast Asia Literary Prize (MASTERA), for his book entitled *The Phenomenology: Applied to the Work of A. Samad Said*. Recently he edited a book entitled *Literature and Education: The Importance of Literature in Creative Industry* (2016). His latest book is on digital creative process and marketing is entitled, *Participatory Creative Writing and Digital Marketing* (2018). One of his research projects is titled "Culture and Heritage of Malay Pattani in Southern Thailand." Professor Sohaimi is also an activist in many local non-governmental organisations in Pulau Pinang.