



IMPROVING ACADEMIC ADVISOR-STUDENT ENGAGEMENT VIA DEVELOPMENT OF AN INTEGRATED MENTORING SYSTEM

**Muhammad Afiq Mohd Azmin^{1*}, Mohammad Rafiq Effny Rasdi²,
Mohd Zaimul Hakim Zamri³, Mohamad Rahimi Mohamad Rosman⁴, Mohd
Idzwan Mohd⁵ Salleh and Salliza Md. Radzi⁶.**

^{1,2,3,4,5,6} Faculty of Information Management, Universiti Teknologi MARA Cawangan Kelantan
afiqazmin24@gmail.com

*Corresponding author

ABSTRACT

The purpose of this study is to develop a web-based information system for managing interaction between an Academic Advisor (Mentor) and students (Mentees) in the context of Malaysian higher education institution. A preliminary study was conducted at the Faculty of Information Management, Universiti Teknologi MARA, Cawangan Kelantan. The prototype of the system is developed based on Rapid Application Development (RAD) methodology. This study addressed three problems: (1) lack of a platform to manage interaction between lecturer and students, (2) lack of tools to effectively measure the level of student's satisfaction and welfare, and (3) lack of tools to effectively measure the level of academic advisor engagement with their mentees. To solve the research problems, a study was conducted in three phases: (1) review of previous literature, (2) prototype development of iMAMS, and (3) empirical study to measure user satisfaction towards iMAMS. As a result, this study introduces novel ideas of CPS score, SWi Score, and STCC Code. The prototype of iMAMS is protected under Copyright Act 1987 and can be commercialized as a software product and mobile apps. Potential clients are universities, schools, NGOs, and government agencies. The prototype of iMAMS can be downloaded from Google PlayStore and also accessible via <http://imams.uitmapps.com/v2018>.

Keywords: Engagement, PHP, iMAMS, human interaction, and student's welfare.