



CURRICULUM VITAE

A. Bio data	
Name	DR. PUVANESWARAN KUNASEKARAN
Field of Specialization	Community development, Sustainability, Community-based tourism, Indigenous people studies
Current position(s)	<ul style="list-style-type: none">• Senior Lecturer, Department of Social and Development Sciences, Faculty of Human Ecology, University Putra Malaysia• <i>Honorary Treasurer/Board of Director, ASEAN Tourism Research Association (ATRA) – an official Civil Service Organization under ASEAN</i>• <i>Visiting Professor, Lyceum of the Philippines University (LPU)</i>• <i>Adjunct Professor, Asia e-University (AeU)</i>
Nationality	Malaysian
Date of Birth	20 Nov 1984 (37 years old)
<u>Contact</u> Mobile: Email:	0123307043 puaneswaran@upm.edu.my puaneswarankunasekaran@gmail.com

B. Academic Qualification				
<i>Certificate / Qualification obtained</i>	<i>Name of School / Institution</i>	<i>Year obtained</i>	<i>Area of Specialization</i>	
PhD	Universiti Putra Malaysia	March 2014	Community Development – <i>Indigenous Tourism</i>	
Master of Science	Universiti Putra Malaysia	August 2010	Tourism- <i>Sustainable Tourism</i>	
Bachelor of Business Administration	Universiti Putra Malaysia	August 2007	Hospitality, Tourism and Recreation	
C. Employment				
<i>Employer</i>	<i>Designation</i>	<i>Department</i>	<i>Duration</i>	<i>Job description</i>
Faculty of Human Ecology, UPM	Senior Lecturer	Department of Social and Developmental Sciences	March 2022- present	Teaching, research and postgraduate student supervision
Taylor’s University, Malaysia	Senior Lecturer 1	School of Hospitality, Tourism and Events	Jan 2019 – March 2022	Teaching and research
Institute of Agriculture Food Policy Studies	Post doctoral researcher	Bioresource and Environmental Policy Laboratory	Sep 2015- Sept 2018	Research and postgraduate student supervision
Faculty of Human Ecology, UPM	Post doctoral researcher	Department of Social and Developmental Sciences	Sep 2014- Sep 2015	Research and postgraduate student supervision

Faculty of Human Ecology, UPM	Lecturer (Part time)	Department of Government and Civilization Studies	Feb 2014-present	Classes lectured: Ethic Relation
Faculty of Human Ecology, UPM	Research Assistant	Department of Social and Developmental Sciences	Jan 2012-Jan 2014	Co-researcher / Research Assistant
Asia Pacific University of Technology and Innovation (Staffordshire University Program)	Lecturer (Part time)	Business School	Jan 2011-2018	Undergraduate and Postgraduate classes
SEGi University	Lecturer (Part time)	School of Hospitality and Tourism	Sept 2018-2019	Undergraduate classes

D. Teaching Experience

<i>No</i>	<i>Level</i>	<i>Place</i>	<i>Subject/module</i>
1	<i>PhD, MSc</i>	Asia Pacific University	Research Methodology (Qualitative and Quantitative)
2	<i>PhD, MSc</i>	Asia Pacific University	Tourism Entrepreneurship
3	<i>PhD, MSc</i>	Asia Pacific University	New Product Development and Innovation
4	<i>PhD, MSc</i>	Asia Pacific University	Services Science
5	<i>PhD, MSc</i>	Asia Pacific University	Professional Academic and Service Sciences

6	Under-graduate	Asia Pacific University	Research Methodology (Qualitative and Quantitative)
7	Under-graduate	Asia Pacific University	Tourism Sustainability
8	Under-graduate	Asia Pacific University	Urban, Rural & Coastal Tourism
9	Under-graduate	Asia Pacific University	Rural Tourism
10	Under-graduate	Asia Pacific University	Sport Tourism Management
11	Under-graduate	Asia Pacific University	Recreational Tourism
14	Under-graduate	Asia Pacific University	Business Environment
15	Under-graduate	Asia Pacific University	Managing services
16	Under-graduate	Asia Pacific University	Introduction to Service Management
17	Under-graduate	Asia Pacific University	Professional Service Management
18	Under-graduate	Asia Pacific University	Business economics
19	Under-graduate	Asia Pacific University	Basic Marketing Skills
20	Under-graduate	Asia Pacific University	E-business
21	Under-graduate	Asia Pacific University	Global Marketing Management
22	Under-graduate	Asia Pacific University	Innovation and New Product Development
23	Under-graduate	UPM	Ethnic relations

24	Under-graduate	Asia Pacific University	E-business strategy
25	Under-graduate	Asia Pacific University	Consumer behavior
26	Under-graduate	Asia Pacific University	Tourism Planning and Policy Development
27	Under-graduate	Asia Pacific University	E-commerce
28	Under-graduate	Asia Pacific University	Delivering Customer Value
29	Under-graduate	Asia Pacific University	E-business management
30	Under-graduate	Asia Pacific University	Managing and evaluating service marketing.
31	Under-graduate	SEGi University	E-tourism
32	Under-graduate	SEGi University	Global tourism
33	Under-graduate	SEGi University	Research Methods for Tourism
34	Under-graduate	Taylor's University	Culture and Heritage
35	Under-graduate	Taylor's University	Sustainable Tourism Development
36	Under-graduate	Taylor's University	Research Methods for Tourism
37	Under-graduate	Taylor's University	Destination Geography and Analysis

H - index

Scopus - 6

Google Scholar - 10

E. List of publications

<i>Journal</i>	1) Wang, M., Kunasekaran, P., & Rasoolimanesh, S. M. (2022). What influences people's willingness to receive the COVID-19 vaccine for international travel?. Current Issues in
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Tourism, 25(2), 192-197. (**Scopus, SSCI Q1**)

- 2) Kunasekaran, P., Mostafa Rasoolimanesh, S., Wang, M., Ragavan, N. A., & Hamid, Z. A. (2022). Enhancing local community participation towards heritage tourism in Taiping, Malaysia: application of the Motivation-Opportunity-Ability (MOA) model. *Journal of Heritage Tourism*, 1-20. (**Scopus Q1**)
- 3) Anh, L. T. P., & Kunasekaran, P. (2022) Stakeholders' participation Intention Towards A Sustainable Destination Management System. *Journal of Sustainability Science and Management*, 17 (1). (**Scopus, SSCI**)
- 4) Rasoolimanesh, S. M., Wang, M., Roldán, J. L., & Kunasekaran, P. (2021). Are we in right path for mediation analysis? Reviewing the literature and proposing robust guidelines. *Journal of Hospitality and Tourism Management*, 48, 395-405. (**Scopus, SSCI Q1**)
- 5) Rasoolimanesh, S. M., Wang, M., Mikulic, J., & Kunasekaran, P. (2021). A Critical Review of Moderation Analysis in Tourism and Hospitality Research: Towards Robust Guidelines. *International Journal of Hospitality and Tourism Management*. (**Scopus, SSCI Q1**) . (ahead-of-print)
- 6) Le, A. T., **Kunasekaran, P.**, Rasoolimanesh, S. M., AriRagavan, N., & Thomas, T. K. (2021). Investigating the determinants and process of destination management system (DMS) implementation. *Journal of Organizational Change Management*. (ahead-of-print) (**Scopus, SSCI Q2**)
- 7) Chander, N., Siow, M. L., Ramachandran, S., **Kunasekaran, P.**, & Rathakrishnan, T. (2020). Conceptualizing Inclusive Learning and Development: A Framework towards Entrepreneurial Competency Practices for Sustainability. *Sustainability*, 12(17), 6905. (**Scopus, SSCI Q2**)
- 8) Subramaniam, T., Samdin, Z., Ramachandran, S. and **Kunasekaran, P.** (2020). The Influence of Place Attachment on Pro-Environmental Behaviour of Ecotourist in Taman Negara

National Park, Pahang Malaysia. *Asia Pacific Journal of Innovation in Hospitality and Tourism*. Vol. 9 (1), 2020. **(Scopus)**

9) Thanuja, R., Sridar, R., Ling, S., Ahmad, S., Syamsul, H., Puvaneswaran, K., & Sudesh, P. (2020). Wildlife memorable tourism experiences as antecedents of visitor loyalty at Sepilok Orangutan Rehabilitation Centre (SORC), Sabah, Malaysia. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 9(1), 47-71. **(Scopus)**

10) Anh, L. P., **Kunasekaran, P.**, Ragavan, A. R., Thomas, T.K. (2020). Stakeholder Participation Intention Towards a Sustainable Destination Management System. *Journal of Sustainability Science and Management*, xx(x). **(Scopus) paper accepted, available online in August 2021.**

11) Chia, K. W. & **Kunasekaran, P.** (2020). Perception of Young Malaysian Tourists on Environmental Sustainability. *Journal of Sustainability Science and Management*, xx(x). **(Scopus) paper accepted, available online in August 2021.**

12) Hamid, Z. A., Johari, S., & **Kunasekaran, P.** (2020). Exploring Social Media's Influence on Sustainable Indigenous Tourism. *International Journal of Psychosocial Rehabilitation*, 24(2). **(Scopus)**

13) Loganathan, K., **Kunasekaran, P.**, Ponnar, R., Salman, A., & Rycker, A. D. (2020). Transformations in News Reporting Practices: An In-Depth Qualitative Study of Social Media Usage among Malaysian Newspaper Journalists. *International Journal of Psychosocial Rehabilitation*, 24(2). **(Scopus)**

14) Syamimi, M. A., Ahmad, S., Sridar, R., & **Kunasekaran, P.** (2020). Impacts of ecotourism development in Tasik Kenyir on the quality of life as perceived by the local community. *Journal of Sustainability Science and Management*, 14(3), 100-109. **(Scopus)**

15) Dass, M. Sarjit S. Gill, and **Kunasekaran, P.** (2019). Exploring

the status of Community Capacity Building towards urban poverty alleviation in Kuala Lumpur, Malaysia. *International Journal of Recent Technology and Engineering*, 34-36, Volume-7 Issue-5S, January 2019. (Scopus)

16) Mustafa, A.A., Johari, S., **Kunasekaran, P.** (2019). Local Community's Participation and Empowerment Level Towards Sustainable Heritage Tourism in Taiping, Malaysia. *International Journal of Recent Technology and Engineering*, 37-40, Volume-7 Issue-5S, January 2019. (Scopus)

17) Subramaniam, T., Samdin, Z., Ramachandran, S. and **Kunasekaran, P.** (2019). Memorable Ecotourism Experiences in Taman Negara, Pahang. *International Journal of Recent Technology and Engineering*, 25-33, Volume-7 Issue-5S, January 2019. (Scopus)

18) Johari, S., and **Kunasekaran, P.** (2019). Bidayuh community's Social Capital Development towards Sustainable Indigenous Tourism in Sarawak, Malaysia. *International Journal of Recent Technology and Engineering*, 351-353, Volume-7 Issue-5S, January 2019. (Scopus)

19) Dass, M. Sarjit S. Gill, and **Kunasekaran, P.** (2019). Community Empowerment through the MyKasih Entrepreneurship Program towards Urban Poverty Alleviation in Kuala Lumpur, Malaysia. *International Journal of Recent Technology and Engineering*, 472-475, Volume-7 Issue-5S, January 2019. (Scopus)

20) Lamat, R., Johari, S., **Kunasekaran, P.** (2019). Factors Influencing Sustainable Community based Tourism (CBT) among the Indigenous People of Lambir, Sarawak. *International Journal of Recent Technology and Engineering*, 351-353, Volume-7 Issue-5S, January 2019. (Scopus)

21) Engku N. K., Shuib, A., Johari, S. and **Kunasekaran, P.** (2019). Developing local community's perceived impacts scale on ecotourism development in Tasik Kenyir, Malaysia. *International Journal of Current Research*, 11, (01), 09-14. (ERA Indexed)

- 22) Wong, C. A., Afandi, S. H. M., Ramachandran, S., Kunasekaran, P., & Chan, J. K. L. (2018). Conceptualizing Environmental Literacy and Factors Affecting Pro-Environmental Behaviour. *International Journal of Business and Society*, 19(S1), 128-139. (Scopus)
- 23) Nordin, N.A., Ahmad, S., Nawal, H.A. and **Kunasekaran, P.** (2018). Determinants of revisit intention to ecotourism destination at Tasik Kenyir, Malaysia. *International Journal of Current Research*, 10, (12), 76688-76695. (ERA Indexed)
- 24) Siew, K. M., Ramachandran, S., Siow, M. L., Shuib, A., & **Kunasekaran, P.** (2018). Visitors' level of Awareness On Safety Instructions at Giant Panda Conservation Centre (Gpcc), Zoo Negara, Malaysia. *International Journal of Business and Society*, 19(S1), 103-116. (Scopus)
- 25) Mohamed, Z., Afandi, S. H. M., Ramachandran, S., Shuib, A., & **Kunasekaran, P.** (2018). Adventure Tourism in Kampar, Malaysia: Profile and Visit Characteristics Of Domestic Visitors. *International Journal of Business and Society*, 19(S1), 175-185. (Scopus)
- 26) Subramaniam, T., Samdin, Z., Ramachandran, S., & **Kunasekaran, P.** (2018). Shifting from "Experience Economy" to "Memorable Tourism Experience": An Overview from Ecotourism. *Advanced Science Letters*, 24(5), 3343-3346.
- 27) **Kunasekaran, P.**, Rozak, N. I. N., Adam, S. M., & Shuib, A. (2018). Perception of Local Communities on the Indicators of Governance in Tanjung Piai National Park. *International Journal of Business and Society*, 19(S1), 79-87. (Scopus)
- 28) Nurul Afifah, N., Ramachandran, S., **Kunasekaran, P.**, Shuib, A., Herman Mohammad Afandi, S. & Engku, N.K. (2018). Developing Visitors Perception Indicators on Natural Resource Conservation in Tasik kenyir, Malaysia. *World Applied Sciences Journal* 36 (2) 361-367.
- 29) **Kunasekaran, P.**, Fuza, N., Hassan, E. N., & Ramachandran, S.

(2018). Factors Influencing Perceptions Of Local Community On 'Kelulut' honey As an Agro-tourism Product. *International Journal of Business and Society*, 19(S1), 66-78. (Scopus)

- 30) Syamimi, A., **Kunasekaran, P.**, Ramachandran, S., Shuib, A., Baum, T., & Herman Mohammad Afandi, S. (2018). Developing Visitors Perception Indicators on Natural Resource Conservation in Tasik kenyir, Malaysia. *World Applied Sciences Journal* 36 (2) 391-401.
- 31) **Kunasekaran, P.**, Gill, S. S., Ramachandran, S., Talib, A.T. & Prabakharan, S. (2017). Strengthening Traditional Competencies of Mah Meri Community for Indigenous Tourism Service Performance. *World Applied Sciences Journal* (35) 01-05.
- 32) Ramachandran, S., **Kunasekaran, P.**, Maumoon, S. I., Shuib, A., & Prabakharan, S. (2017). Service Quality of Maldivian Hospitality Industry: Chinese Tourists' Perception *World Applied Sciences Journal* (35) 06-09.
- 33) **Kunasekaran, P.**, Gill, S. S., Ramachandran, S., Talib, A.T. & Prabakharan, S. (2017). Performance of Community Resources Indicators for Tourism Development: A Case Study of Mah Meri Community in Carey, Island, Malaysia. *World Applied Sciences Journal* (35) 10-15.
- 34) **Kunasekaran, P.**, Gill, S. S., Ramachandran, S., Talib, A.T. & Prabakharan, S. (2017). Performance of Community Resources Indicators for Tourism Development: A Case Study of Mah Meri Community in Carey, Island, Malaysia. *World Applied Sciences Journal* (35) 10-15.
- 35) Kar Man, S., Ramachandran, S., **Kunasekaran, P.**, Nornajla, S. I., Shuib, A., & Prabakharan, S. (2017). Performance Indicators of Energy Security and Sustainable Tourism in Enhancing Service Innovation of Island Tourism. *World Applied Sciences Journal* (35) 10-15.
- 36) **Kunasekaran, P.**, Gill, S. S., Ramachandran, S., Shuib, A., Baum, T., & Herman Mohammad Afandi, S. (2017). Measuring

sustainable indigenous tourism indicators: a case of Mah Meri ethnic group in Carey Island, Malaysia. *Sustainability*, 9(7), 1256. (JCR, Scopus)

- 37) Johari, S., Shuib, A., Ramachandran, S., Herman, S., & **Kunasekaran, P.** (2017). Bidayuh Community of Malaysia: Presenting Culture and Nature as a Package for Sustainable Development of Indigenous Tourism. In *Balancing Development and Sustainability in Tourism Destinations* (pp. 89-96). Springer Singapore.
- 38) Mohad, A. H., Gill, S. S., Talib, & **Kunasekaran, P.** (2016). The Murut Tahol Culture in Sabah: Historical Journey and Challenges. *Asian Culture and History*, 8(2), 106.
- 39) Selvanathan, M., Selladurai, S., Gill, S. S., **Kunasekaran, P.**, & Tan, P. J. (2016). The Customer Satisfaction Status towards Core Governmental Services in Malaysia. *International Journal of Business and Management*, 11(5), 211-223.
- 40) Gill, S. S., and Talib, A. T., Sabri, F., Ismail, I.A., Mohad, A. H. and **Kunasekaran, P.**, (2016). The Consumerism Issues of the Native Communities of Sabah. *Malaysian Journal of Consumer*. Vol.25, 1-9.
- 41) **Kunasekaran, P.** and Ainnur, B.W.M (2016). Wildlife Value Orientations towards Giant Panda Conservation Centre (GPCC) at Zoo Negara, Malaysia. *Asia Pacific Journal of Innovation in Hospitality and Tourism*. Vol. 2, 22-34. (Scopus)
- 42) **Kunasekaran, P.** and Ing, C.I. (2016). Types of Memorable Tourism Experiences of Visitors Viewing Giant Panda in Zoo Negara Malaysia. *Asia Pacific Journal of Innovation in Hospitality and Tourism*. Vol. 2, 87-104. (Scopus)
- 43) **Kunasekaran, P.**, Ramachandran, S. and Shuib, A. (2016). Exploring the Perception of Rural Farmers on Agro Tourism in Cameron Highlands, Malaysia. *American-Eurasian Journal of Agricultural and Environmental Sciences*, 15(Special issue on *Tourism & Environment, Social and Management Sciences*): 40-

45.

- 44) **Kunasekaran, P.**, Gill, S. S., and Talib, A. T. (2016). The role of cultural commoditization towards a sustainable tourism practice of the Mah Meri community in Malaysia. *International Journal of Social Policy and Society* Vol. 11, 16-26.
- 45) **Kunasekaran, P.**, Gill, S. S., and Talib, A. T. (2015). Community Resources as the Indigenous Tourism Product of the Mah Meri People in Malaysia. *Journal of Sustainable Development*. Vol. 8, No.(6), 78-87.
- 46) Johari, S., Ramachandran, S., Shuib, A., Afandi, M., Herman, S., & **Kunasekaran, P.** (2015). The role of the Bidayuh community in packaging culture and nature for sustainable indigenous tourism product in Bau District, Sarawak.
- 47) Gill, S. S., Talib, A. T., Khong, C. Y., & **Kunasekaran, P.** (2015). Exploring the Role of Resources in Ethnic Minorities' Adoption of Information and Communication Technology in Preserving Their Cultural Identity in Malaysia. *Asian Culture and History*, 8(1), 69.
- 48) Gill, S. S., Talib, A. T., & **Kunasekaran, P.** (2015). Social Issues and Identity Threat of the Sikh Minority Community in Malaysia. *Asian Culture and History*, 7(2), 47-53.
- 49) Usoluddin, H., Janisha, J., John, D., and **Kunasekaran, P.** (2015). The Influence of Hotel Website Quality on Customers' Purchasing Intentions in Kuala Lumpur, Malaysia. *Australian Journal of Basic and Applied Sciences*.
- 50) **Kunasekaran, P.**, Sarjit, S. G. and Ma'rof, R. (2013). Indigenous tourism as a poverty eradication tool of Orang Asli in Malaysia. *Journal of Culture and Tourism Research*, 15 (1), 95-102.
- 51) Talib, A. T., Gill, S. S., Kawangit, R. M., & **Kunasekaran, P.** (2013). Religious Tolerance: The Key between One ASEAN One Community. *Life Science Journal*, 10(4), 216-220. (**JCR, Scopus**)

	<p>52) Kunasekaran, P., Gill, S. S., Talib, A. T. and Redzuan, M. (2013). Culture as an Indigenous Tourism Product Of Mah Meri Community In Malaysia. <i>Life Science Journal</i>, 10 (3), 1600-1604. (JCR, Scopus)</p> <p>53) Kunasekaran, P. and Talib, A. T. (2012). Local community's perception of tourism in Redang Island, Malaysia. <i>Journal of Culture and Tourism Research</i>, 15 (1), 82-87.</p> <p>54) Kunasekaran, P., S Ramachandran, Z Samdin, K Awang (2012). Factors Affecting Farmers' Agro Tourism Involvement in Cameron Highlands, Pahang, <i>OIDA International Journal of Sustainable Development</i> 4 (1), 83-90.</p> <p>55) Kumar, S. S. G., & Kunasekaran, P. (2012). Tourism as a poverty eradication tool for rural areas in Selangor, Malaysia. <i>Global Journal of Human-Social Science Research</i>, 12(7).</p> <p>56) Kunasekaran, P., S Sarjit (2012). Local Communities Perception on Rural Tourism. <i>Global Journal of Human-Social Science Research</i> 12 (1), 35-40.</p> <p>57) Kunasekaran, P., Ramachandran, S., Yacob, M.R., Shuib, A. (2011). Development of Farmers' Perception Scale on Agro Tourism in Cameron Highlands, Malaysia, <i>World Applied Sciences Journal</i> 12 (T&H), 10-18. (Scopus)</p>
Chapter in book	<ol style="list-style-type: none"> 1) Kunasekaran, P. & Kumar, J. (2020). <i>Rethinking Engagements with Indigenous Communities through Tourism</i>. In S. K. Walia (Ed), Community Based Tourism Management: Concepts, Issues & Implications. ROUTLEDGE- Taylor & Francis Group, Available online. 2) Kunasekaran, P. and Ragavan N.A. (2020). <i>Sustainable Tourism and Community Development in Malaysia</i>. In Zhao, J (Eds). The Hospitality and Tourism Industry in Southeast and South Asia. Taylor and Francis. 3) Gill, S. S., and Kunasekaran, P. (2016). <i>Social Issues among the Sikh Community in Malaysia: An Initial Inquiry</i>. In Denison Jayasooria & K.S Nathan, Contemporary Malaysian Indians: History, Issues, Challenges & Prospects, pp. 587-604.

	<p>4) Kunasekaran, P., and Sarjit, S. G. (2018). Orang Asli dan Pelancongan; Kajian Kes Mah Meri di Selangor, Malaysia. Penerbit UPM. (accepted, book launching on 8th Nov 2018, yet to be published)</p> <p>5) Kunasekaran, P., Ramachandran, S. and Sarjit, S. G. (2016). Packaging Community Resources as the Ecotourism Product of Orang Asli Mah Meri in Malaysia. UPM Publisher, Serdang. (accepted, yet to be published)</p> <p>6) Kunasekaran, P., Ramachandran, S., Samdin, Z., and Awang, K. (2011). Developing Farmers' Indicator Scale on Agro tourism, Selected Readings in Hospitality and Tourism. UPM Publisher, Serdang, 92-105.</p>
<i>Proceedings</i>	<p>1) Johari, S., Ramachandran, S., Shuib, A., Herman, S., & Kunasekaran, P. (2015). The role of the Bidayuh community in packaging culture and nature for sustainable indigenous tourism product in Bau district, Sarawak. In Proceedings of the International Conference on Natural Resources, Tourism and Services Management 2015, Sabah, Malaysia, 15-17 April 2015 (pp. 372-376). Universiti Putra Malaysia.</p> <p>2) Kunasekaran, P., Sarjit, S. G. and Talib, A. T. (2016). Cultural commodification as an indigenous tourism initiative for the minority Orang Asli community in Malaysia. Malaysian Studies Colloquium, Ohio University, 16 September 2016) Ohio, United States of America.</p> <p>3) Kunasekaran, P., Sarjit, S. G. and Ma'rof, R. (2014). Mah Meri Ethnic and Their Relationship with Outsiders to Develop Tourism. 3rd COSNA Conference 2013, 19 January 2014, Putrajaya, Malaysia.</p> <p>4) Ravindra Kumar, P., and Kunasekaran, P. (2014). Homestay as the Cultural and Ethnic Tourism Medium in Rural Areas of Malaysia. 3rd COSNA Conference 2013, 19 January 2014, Putrajaya, Malaysia.</p> <p>5) Kunasekaran, P., Sarjit, S. G. and Ma'rof, R. (2013). Cultural Package as a Sustainable Indigenous Tourism Product of Mah Meri Community in Malaysia, 4th Social, Development and Environmental</p>

	<p>Studies International Conference 2013, 19 March 2013, UKM Bangi, Malaysia.</p> <p>6) Kunasekaran, P. and Talib, A. T. (2012, 10). Local community's perception of tourism in Redang Island, Malaysia (page 603-610). International Cultural Tourism Conference: New Possibilities, Bangkok, Thailand. ISBN 978-89-922250-05-4</p> <p>7) Kunasekaran, P., Sarjit, S. G. and Ma'rof, R. (2012, 10). Indigenous tourism as a poverty eradication tool of Orang Asli in Malaysia (page 594-602). International Cultural Tourism Conference: New Possibilities, Bangkok, Thailand. ISBN 978-89-922250-05-4</p> <p>8) Ravindra Kumar, P., and Kunasekaran, P. (2012). The local small business community development and their perception of island tourism in Penang, Malaysia (page 611-621). International Cultural Tourism Conference: New Possibilities, Bangkok, Thailand. ISBN 978-89-922250-05-4</p> <p>9) Kunasekaran, P., Sarjit, S. G., Talib, A. T., & Ma'rof, R. (2012). <i>Investigating Mah Meri's participation in indigenous tourism</i>. In Osman Mohammad (Ed.), <i>Proceedings</i> (pp. 619-625). Penang: Social Transformation Research Platform, USM.</p> <p>10) Kunasekaran, P., Ramachandran, S., Zaiton, S., Khairil, W.A. (2010). <i>Farmers' Perception Scale on Agro tourism</i>, International Graduate Tourism Research Conference, Kuala Lumpur, Vol. 2 (102-111)</p> <p>11) Kunasekaran, P., Ramachandran, S. (2007). <i>'Host' attitude on agro tourism</i> Faculty of Economic and Management Seminar, UPM 2007.</p>
Popular writing	<p>1) Sarjit S. Gill dan Kunasekaran, P. Konsumerisme di Kalangan Pribumi Sabah. P. 44-47. April, <i>Dewan Masyarakat Magazine, DBP.</i></p>

F. Past and Current Research Projects

No	Project No.	Project Title	Role	Year	Source of fund	Status

1	Undisclosed	Empowerment of rural women in tourism development in Kapit, Sarawak	Main researcher	2020	UPM-TSEJRC RM12,000	Jan 2021
2	Undisclosed	Mid-Term Review of ASEAN Sustainable and Inclusive Development Committee Plan.	Main researcher	2020	Ministry of Tourism, Arts and Culture. Malaysia	Dec 2020
3	<i>Undisclosed</i>	Developing a Sustainable Tourism Development Model towards the livelihood of the B40 rural communities.	Co-researcher	2016 - 2018	MOHE RM64,000 FRGS	Ongoing
4	<i>Undisclosed</i>	Developing a Dynamic Wild life Tourism Model for Sustainable Tourism Development.	Co-researcher	2016 - 2018	MOHE RM66,000 FRGS	Ongoing
5	<i>Undisclosed</i>	Sustainable Green Entrepreneurship by Turning Trash to Cash : Uncle Chang Lodge in Semporna, Sabah.	Co-researcher Knowledge Transfer Program	2014 - 2018	MOHE and Uncle Chang Lodge Operator	Ongoing
6	<i>Undisclosed</i>	Developing social capital model of the Bidayuh community through sustainable indigenous tourism	Co-researcher	2016 - 2018	GUP-IPM UPM RM56,000	Ongoing

7	<i>Undisclosed</i>	Developing a Model of ICT adoption and its impact in Cultural Identity of the Natives of Sabah	Co-researcher	2017 - 2019	MCMC RM300,000	Ongoing
8	<i>Undisclosed</i>	Multi-dimensional responsible rural tourism capacity framework for Semporna Island, Sabah	Co-researcher	2011 - 2016	MOHE – LRGS RM9mil	Completed Dec 2015
9	<i>6300132</i>	Consumerism Among the Sabah and Sarawak Indigenous Groups	Co-researcher	2013 - 2015	KPDNKK RM165,000	Completed Jan 2015
10	<i>6300111</i>	Social issues and socio economic status of the Sikh Community in Malaysia	Co-researcher	2013 - 2015	Malaysian Gurdwara Coalition RM100,000	Completed Sept 2015
11	<i>Undisclosed</i>	Factors Influencing Urban Poverty among the Indians in Klang Valley	Co-researcher	2014 - 2015	1 Malaysia Indian Students Movement, Jabatan Perdana Menteri (JPM) RM35,000	Completed
12	<i>Undisclosed</i>	Agro tourism and Waste Management among the Seaweed Farmers in Sabah	Co-researcher	2013 - 2014	UPM RM369,000	Ongoing

13	9300764	ICT usage among the minority ethnics in Malaysia	Co-researcher	2012 - 2014	UPM RM30,000	Completed Aug 2014
14	5524125- FRGS	Sustainable Indigenous Tourism Model of the Mah Meri Community in Carey Island, Malaysia	Co-researcher (utilized for PhD)	2011 - 2013	MOHE RM48,800	Completed Aug 2013
15	9300395- RUGS	Developing Mah Meri's Perception Scale on Indigenous Tourism	Co-researcher (utilized for PhD)	2011 - 2013	UPM RM15,000	Completed Aug 2013
16	9300132- RUGS	Farmers perception on agro tourism in Cameron Highlands, Malaysia	Co-researcher (utilized for MSc)	2008 - 2010	UPM RM30,000	Completed May 2010

G. Research consultation

No	Project	Place	Sponsor	Status
1	Visiting Professor	Lyceum of the Philippines University	LPU, Philippines	From Oct 2020-Dec 2022
2	Ecotourism potentials of peat swamp forest in Mukah, Sarawak	Sarawak	Land Custody and Development Authority, Sarawak	Completed in 2016
3	Socio economic and tourism development in Lundu, Sarawak	Sarawak	Land Custody and Development Authority, Sarawak	Ongoing – Sept 2017
4	Pelan Induk Pembangunan Ekonomi Terengganu 2015-2025	Terengganu	Malaysian Institute of Economic Research (MIER)	Ongoing- Dec 2017

H. Postgraduate student supervision

No	Level/ Name	Role	Place	Subject/module	Status
1	<i>PhD</i> <i>Le Anh</i> <i>Phuong</i> <i>(Vietnam)</i>	Main supervisor	Taylor's University	Destination System Management among the Tourism stakeholders in Vietnam	Graduated 2021
2	<i>PhD</i> <i>Wang</i> <i>Mingzhuo</i> <i>(China)</i>	Main supervisor	Taylor's University	Tourism Social Responsibility in rural areas of China	Viva passed on 14 th April 2022
3	<i>PhD</i> <i>Yang</i> <i>Yanhong</i> <i>(China)</i>	Main supervisor	Taylor's University	Sustainable agro tourism practices in Hainan, China	Viva passed on 11 th April 2022
4	<i>PhD</i> <i>Kumaresu</i> <i>Murugesu</i> <i>(Malaysia)</i>	Main supervisor	Taylor's University	Sustainable Ecotourism and Local community participation in Royal Belum State Park, Perak.	Ongoing
5	<i>PhD</i> <i>Munileswar</i> <i>Rajoo</i> <i>(Malaysia)</i>	Main supervisor	Taylor's University	Ethnic Enclave Tourism in Heritage sites of Malaysia	Waiting for Viva
6	<i>PhD</i> <i>Li Jing</i> <i>(China)</i>	Main supervisor	Taylor's University	Value co-creation in perspective of tourist-tourist interactions	Waiting for Viva
7	<i>PhD</i> <i>Wang Wanwan</i> <i>(China)</i>	Main supervisor	Taylor's University	Application of integrated behavioral model to medical tourists' behavior: A Chinese Perspective	Ongoing

8	PhD <i>Tang Minli</i> (China)	Main supervisor	Taylor's University	An empirical study on the development of tourism in ZhangJiaJie	Ongoing
9	PhD <i>Liu Yanying</i> (China)	Main supervisor	Taylor's University	Factors Affecting The Sustainable Behaviour Of Tourists In Cultural Heritage Sites	Ongoing
10	PhD <i>Wang Yixuan</i> (China)	Main supervisor	Taylor's University	Research on the sustainable development of Dunhuang Cultural Tourism from the perspective of cultural tourism	Ongoing
11	PhD <i>Sania Parween</i> (India)	Visiting supervisor	APU	Factors influencing sustainable cultural tourism in Rajasthan, India	Ongoing
12	PhD <i>Ravichandran Muniandy</i>	External Main supervisor	Asia e University (AeU)	Green Supply Chain Management in Malaysian Automotive Sector	Ongoing
13	PhD <i>Shazali Johari</i> (Malaysia)	Co-supervisor	UPM	Antecedent of Sustainable Indigenous Tourism of the Bidayuh People in Bau, Sarawak	Graduated 2015
14	PhD <i>Mohd Safee</i> (Malaysia)	Co-supervisor	UPM	Ecotourism development and its benefits to the local communities of Mabul, Semporna	CE completed
15	PhD <i>Ripin Lamat</i> (Malaysia)	Co-supervisor	UPM	The role of community development and community resources towards Sustainable tourism in Lambir, Sarawak	Graduated, 2021
16	PhD <i>Siti Zuliah</i> (Malaysia)	Co-supervisor	UPM	The influence of destination image on sustainable indigenous tourism in Carey Island, Malaysia	Viva passed Feb 2022
17	PhD	Co-supervisor	UPM	The role of Team Coaching	Ongoing

	<i>Chander Shager Naidu (Singapore)</i>			towards Entrepreneurial Competency development among Post Millenials in Banting, Malaysia	
18	<i>MSc Pauline Tang</i>	Main supervisor	Taylor's University	Exploring The Role of Employment Status Towards Service Quality Attainment In Klang Valley	Graduated
19	<i>MSc Zhang Jiyeao</i>	Main supervisor	Taylor's University	Factors influencing Chinese students studying in Malaysia visiting rural tourism destinations in Penang, Malaysia	Graduated
20	<i>MSc Engku Nor Kamilah (Malaysia)</i>	Co-supervisor	UPM	Factors influencing local community participation in Kenyir Geopark Corridor, Terengganu	Graduated
21	<i>MSc Nurul Afifah binti Nordin (Malaysia)</i>	Co-supervisor	UPM	The intention of Orang asli community in natural resources conservation in Kenyir Geopark Corridor, Terengganu	Graduated
22	<i>MSc Syamimi binti Mohd Adam (Malaysia)</i>	Co-supervisor	UPM	Local community's quality of life in the implementation of Kenyir Geopark Corridor, Terengganu	Graduated
23	<i>MSc Marconi John (Malaysia)</i>	Co-supervisor	UPM	Factors influencing sustainable ecotourism in Bau, Sarawak	Ongoing
24	<i>MSc Mustafa Abd Aziz</i>	Co-supervisor	UPM	Antecedents of sustainable heritage tourism in Taiping, Malaysia	Graduated

	<i>(Malaysia)</i>				
25	<i>MSc Mohamad Azahari (Malaysia)</i>	Co-supervisor	UPM	Local community's participation towards sustainable homestay tourism in Derek Trian, Sarawak	Ongoing
26	<i>Siew Kar Man (Malaysia)</i>	Co-supervisor	UPM	Local community's perception on energy security in Mabul Island, Malaysia	Graduated
27	<i>Fatin Nonajla (Malaysia)</i>	Co-supervisor	UPM	Local community's perception on food security in Mabul Island, Malaysia	Graduated

I. Postgraduate student evaluation

<i>No</i>	<i>Level</i>	<i>Role</i>	<i>Place</i>	<i>Subject/module</i>	<i>Status</i>
1	PhD P.Vijaya	External examiner	Vignan University, India	A Study on Assessing the Mediating Role of Green Purchase Intentions in Determining the Green Purchase Decisions: An Empirical Analysis among the Lifestyle of Health and Sustainability (LOHAS) Consumers	Viva passed
2	PhD Mahtab Kiani	Internal examiner	Taylor's	A Netnographic Study of Iranian Women's Behaviour within Virtual Tourism Destinations: A Cyberfeminist Approach	Viva passed
3	PhD Deeparachege Vashu	External examiner	International University of Malaysia-	The Perception of Medical Tourists on the Attributes of Destination Image, Service Quality, Satisfaction and Behavioural Intention: An	Viva passed

			Wales	Exploratory Case Study in Penang	
4	PhD Harlina Binti Mohd	Chairperson & Internal examiner	Taylor's	Nature-based tourism of Langkawi Island Geopark: Exploring Tour Guiding and Interpretation Techniques of Nature Guided Tours.	Proposal Defense completed (July 2020)
5	PhD Aishath Shany Habeeb	Chairperson & Internal examiner	Taylor's	Effectiveness of VR as a destination marketing tool: Perception of industry experts	Proposal Defense completed (July 2020)
6	PhD Fathmath Inasha Shareef	Internal examiner	Taylor's	A Dynamic Food Waste Management Model For Resort Industry In Maldives Islands	Proposal Defense completed (July 2020)
7	PhD Nyoman Agus Perdanapu tra	Chairperson & Internal examiner	Taylor's	Narrative Analysis Of The Social Constructivist Lens To Actors' Interaction Of The Community Capacity-Building Initiative On Tourism Destination Of East Nusa Tenggara	Proposal Defense completed (July 2020)
8	PhD Rosliyana Perangin Angin	Chairperson & Internal examiner	Taylor's	A Netnographic Study on Indonesian Physical Impaired Behaviour in Virtual Environment	Proposal Defense completed (July 2020)
9	PhD Chang Yee Shan	Internal examiner	Taylor's	Factors Influencing Tourists' Behavioural Intention Towards Smart Tourism Technologies	Proposal Defense completed (June 2020)
10	PhD Lao Gao Wei	Internal examiner	Taylor's	The Driving Mechanism of Cross- Border Ethnic Culture Tourism Cooperation – The Context of the “Belt and Road” in So uthwest China	Proposal Defense completed (April 2020)

11	PhD Abdul Hamid Muhamad Ali	Internal examiner	UPM	Estimating economic value in lower Kinabatangan Segama wetland	CE completed (June 2018)
12	PhD Dhanasegaran Ramiah	External examiner	APU	Effective Project Management in Malaysian Construction Industry: The Role of Knowledge Assets	Final Viva (April 2018)
13	MSc Lee Sok Fen	Internal examiner	UPM	Local communities perception towards dugong and seagrass conservation in Johor	Proposal Defense (April 2017)

J.	Professional Certification and Award
1	Certified Action Learning Coach by World Institute of Action Learning, Washington DC. https://wial.org
2	Certified ABA Psychometric Trainer by Aston Business School, UK.
3	Taylor's Distinguished E-learning Award 2021
4	International University Carnival on e-Learning (IUCEL), Silver Medal by Ministry of Higher Education

K.	Media
1	RTM interview for a documentary on 1 st Feb 2018. " <i>Kembara Rimba – Komuniti Mah Meri</i> "
2	<i>TTG Asia</i> interview on 15 th Jan 2020. " <i>Over tourism in ASEAN region</i> ".
3	ASEAN magazine interview on 8 th Dec 2020. " <i>ASEAN Tourism in Post pandemic era</i> ".

L.	Guest Speaker/Trainer
1	Keynote Speaker at Mindanao University, Philippines for International Multidisciplinary

	Research Conference on 2 July 2021.
2	Speaker at the International Tourism Conference at Sun Yat Sen University on 15-17 Jan 2021.
3	Speaker at the ASEAN Tourism Ministers' Meeting at Brunei Darussalam on 12-16 Jan 2020.
4	Keynote Speaker at Mangalore University, India for International Seminar on Sustainable Tourism on 27-28 December 2019.
5	Keynote Speaker at International Island Economy Forum at Haikou University, China on 7-12 December 2019.
6	Herriot Watt University Putrajaya, "How to write a good FRGS proposal" training for academic staffs on 2nd February 2018
7	Research Process and Literature Review writing workshop for postgraduate students of Institute of Food and Agricultural Policy Studies, UPM on 30th May 2017.
8	Air Asia Talent Development, Academy "Action Learning" decision making training for Air Asia staffs on 15th March 2017.
9	Herriot Watt University Putrajaya, "How to write a good FRGS proposal" training for academic staffs on 23rd Feb 2016
10	Asia Pacific University of Technology and Innovation (APU), "How to write a good FRGS proposal" training for academic staffs on 19th Feb 2016
11	Asia Pacific University of Technology and Innovation (APU) Research Methodology Training for academic staffs on 23rd May 2014
12	Research Methodology Workshop for National Unity Department, Prime Minister Office

(PMO) department heads on 20th April 2015 and 10 - 13th June 2015

M.	Journal Reviewer
1	Associate Editor, Asia Pacific Journal of Innovation in Hospitality and Tourism (Q4 JCR)
2	Associate Editor, Asia-Pacific Journal of Futures in Education and Society
3	Reviewer for Sustainability (Q2 JCR) of MDPI
4	Reviewer for Journal of Outdoor Recreation and Tourism (Q1 JCR) of Elsevier.
5	Reviewer for Asia Pacific Journal of Innovation in Hospitality and Tourism (Q4 JCR).
6	Reviewer for Current Issues in Tourism (JCR Q1)

N.	Referees
1	Professor Dr. Ahmad Shuib Principal Research Fellow Faculty of Forestry and Environmental Studies, Universiti Putra Malaysia ahmadshu@upm.edu.my 012-3095925
2	Professor Dr. Sarjit Singh Darshan Singh Faculty of Human Ecology. Universiti Putra Malaysia sarjit@upm.edu.my 012-2591410