

# CURRICULUM VITAE

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**Sridar Ramachandran, Ph.D,**  
**School of Business and Economics**  
**Universiti Putra Malaysia**



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Sridar Ramachandran is a Professor specialising in sustainability with an emphasis in the areas of responsible tourism and marketing with Universiti Putra Malaysia's School of Business and Economics. He served as the Head of Laboratory at the Institute of Agricultural and Food Policy Studies for five years between 2016-2020. Prior to joining Universiti Putra Malaysia in 1999, he has gained valuable leadership experience in non-profit and corporate organisations. In his consulting career, he specialised in marketing research, sustainable tourism planning, learning and development and strategic management.

Sridar is a certified arborist and a professional member of the International Society of Arboriculture. He also holds a professional certification as an Action Learning coach conferred by the World Institute of Action Learning. As a learning and development consultant Sridar is certified locally by the Human Resources Ministry along with his professional certification as a personality trait assessor conferred by the Aston Business Assessment.

Sridar Ramachandran's research contributions include publications of articles in cited and indexed international journals as well as international conferences. Leadership in sustainability, Tourism marketing, collaborative management in responsible tourism, corporate social responsibility in tourism and research philosophy are his areas of research interest, publication and supervision. He has secured research grants from UPM as well as other government agencies and has participated and won awards in research exhibitions.

Sridar has vast experience supervising and teaching in the areas of tourism, hospitality, recreation, marketing and management both at undergraduate and post-graduate levels.

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## **OBJECTIVE**

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Contribute to the total development of inclusive sustainability research, teaching and consultancy.

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## **ACADEMIC QUALIFICATIONS**

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- Ph.D., Strathclyde University, Sustainable Marketing and Tourism
  - MBA, Graduate School of Management UPM, Marketing
  - BSc, Universiti Putra Malaysia, Parks and Recreation Management
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## **PROFESSIONAL QUALIFICATIONS**

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- Certified Arborist conferred by the International Society of Arboriculture (ISA)
- Certified Action Learning Coach conferred by the World Institute of Action Learning (WIAL)
- Certified Personality Traits Assessor and Coach conferred by Aston Business Assessments (ABA, UK)
- Certified Trainer approved by the Human Resource Development Fund (Ministry of Human Resources Malaysia)
- Certified Trainer for "Leading with Questions" approved by the World Institute of Action Learning (WIAL)

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## CAREER HISTORY

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2020-present **Head**, Research Centre of Excellence, UPM

2019 - present **Professor**, Universiti Putra Malaysia

2016-2020 **Head of Laboratory**, Universiti Putra Malaysia

2012-2019 **Associate Professor**, Universiti Putra Malaysia

2007- 2012 **Senior Lecturer**, Universiti Putra Malaysia

1999 - 2007 **Lecturer**, Universiti Putra Malaysia.

1997 - 1999 **Education Officer**, World Wide Fund for Nature Malaysia.

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## TEACHING EXPERIENCE

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**Strategic Management**, 1999-2000, Department of Management, Universiti Putra Malaysia

**Tourism Promotion**, 2001-2002, University of Strathclyde

**Tourism in Developing Countries**, 2003-2004, University of Strathclyde

**Services Management**, 2005, Department of Management, Universiti Putra Malaysia

**Principles of Marketing**, 2004-2005, Department of Management, Universiti Putra Malaysia

**Business Research Methods**, 2004-2005, Department of Management, Universiti Putra Malaysia

**Services Marketing**, 2005, Executive Programme, Universiti Putra Malaysia.

**Recreation User Behaviour**, 2005, Faculty of Forestry,  
Universiti Putra Malaysia.

**Outdoor Recreation Planning**, 2005-2006, Faculty of  
Forestry, Universiti Putra Malaysia.

**Introduction to Tourism**, 2006-2007, Faculty of Economics,  
Universiti Putra Malaysia

**Eco and Agro Tourism**, 2006,2007,2008,2009,2010,2011,2012  
Faculty of Economics, Universiti Putra Malaysia.

**Tourism, Recreation and Hospitality Resource Planning**,  
2007,2008,2009,2010,2011,2012,2017 Faculty of Economics,  
Universiti Putra Malaysia.

**Outdoor Recreation**, 2007-2008, Faculty of Economics,  
Universiti Putra Malaysia

**Macroeconomics Principles**, 2007-2008, Faculty of Economics,  
Universiti Putra Malaysia

**Entrepreneurship**, 2008-2009,2011-2012,2013-2017 Faculty of  
Economics, Universiti Putra Malaysia

**Recreation Programming & Leadership**, 2013-2014, Faculty of  
Forestry, Universiti Putra Malaysia

**Strategic Marketing and Management**, 2017 Faculty of  
Economics, Universiti Putra Malaysia

**Organisational Behaviour**, 2017-2018 Faculty of Economics,  
Universiti Putra Malaysia

**Marketing Principles**, 2018-2019 Faculty of Economics,  
Universiti Putra Malaysia

**Hospitality and Tourism Management**, 2019-2020 Faculty of  
Economics, Universiti Putra Malaysia

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## PUBLICATIONS

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**\* = Senior Author / First author/ Corresponding Author/  
Main Supervisor /Principal Investigator/ Lead Author in UPM**

### Journal

1. * <sup>35</sup>	Khairuddin, F.N., Ramachandran, S., Risi, Fatin, M.L., Siow, M.L., Kunasekaran, P., Kumarusamy, R., Ismail, I. (2020) - The Impact of Sustainable Tourism on Quality of Life among the Marginalised Community in Mabul Island, Sabah, Malaysia. <i>European Journal of International Management</i>	<b>ISI (Q4), SCOPUS,</b>
2. * <sup>34</sup>	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. <i>Sustainability</i> , 12, 6905.	<b>ISI (Q2), SCOPUS,</b>
3. * <sup>33</sup>	Siow, M.L., Ramachandran, S. & Maizan, K.A. (2020). Trash to Cash Through Permaculture for Sustainable Island Tourism: The Case of Semporna, Sabah, Malaysia, <i>International Journal of Environment and Waste Management</i> .	<b>SCOPUS</b>
4. * <sup>32</sup>	Rathakrishnan, T., Ramachandran, S., Siow, M. L., Shuib, A., and Afandi, S.H.M. (2020). Wildlife Memorable Tourism Experiences as Antecedents of Visitor Loyalty at Sepilok Orangutan Rehabilitation Centre (SORC), Sabah, Malaysia, <i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> .	<b>SCOPUS</b>
5.	Subramaniam, T., Samdin, Z., Ramachandran, S., Kunasekaran, P. (2020). The Influence of Place Attachment on Pro-Environmental Behavioural Intentions of Ecotourists in Taman Negara National Park, Pahang, Malaysia, <i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> .	<b>SCOPUS</b>
6.	Matthew, N.K., Shuib, A., Ramachandran, S., Afandi, S.H.M., Kunjuraman, V., & Samdin, Z. (2020). The total economic value of forest ecosystem services in the tropical	<b>ISI (Q2), SCOPUS,</b>

	forests of Malaysia, International Forestry Review.	
7.	Matthew, N.K., Shuib, A., Ramachandran, S., Afandi, S.H.M. (2019). Total economic value of ecosystem services in Malaysia: A review, Journal of Sustainability Science and Management	ISI (Q4), SCOPUS,
8.	Adam, S.M., Shuib, A., Ramachandran, S., Kunasekaran, P. (2019). Impacts of ecotourism development in Tasik Kenyir on the quality of life as perceived by the local community, Journal of Sustainability Science and Management.	ISI (Q4), SCOPUS,
9.	Matthew, N.K., Shuib, A., Ramachandran, S., Afandi, S.H.M., Kunjuraman, V. (2019). Profiling the segments of visitors in adventure tourism: Comparison between visitors by recreational sites, International Journal of Business and Society	SCOPUS
10.	Subramaniam, T., Samdin, Z., Ramachandran, S., Kunasekaran, P. (2019). Memorable ecotourism experiences in Taman Negara, Pahang, International Journal of Recent Technology and Engineering	SCOPUS
11.	Matthew, N.K., Shuib, A., Ramachandran, S., Mohammad-Afandi, S.H. (2019). Economic valuation using travel cost method (TCM) in Kilim Karst Geoforest Park, Langkawi, Malaysia, Journal of Tropical Forest Science	ISI (Q3), SCOPUS, ERA
12.	Matthew, N.K., Shuib, A., Ramachandran, S., Syamsul, H.M.A., & Samdin, Z. (2018). Visitors Preference on Forests Conservation and Management in Endau Rompin National Park. Journal of Tropical Forest Science, 30 (3).	ISI (Q3), SCOPUS, ERA
13.	Subramaniam, T., Samdin, Z., Ramachandran, S., & Kunasekaran, P. (2018). Shifting from Experience Economy to Memorable Tourism Experience: An overview from Ecotourism. Advanced Science Letters.	ERA
14.	Matthew, N.K., Shuib, A., Ramachandran, S., Syamsul, H.M.A., & Samdin, Z. (2018). Carbon Stock and Sequestration Valuation in a Mixed Dipterocarp Forest of Malaysia. Sains Malaysiana, 47(3), pp. 447-455.	ISI (Q2), SCOPUS.

15. *31	Chia, K.W., Ramachandran, S., Ng, S.I., & Ho, J.A. (2018). Conflicts to Concensus: Stakeholder perspectives of Tioman Island Tourism Sustainability. International Journal of Business and Society, 19,SI1, ACCEPTED.	SCOPUS ESCI
16.	Abdul Hamid, M.A., Syamsul, H.M.A., Prisca, J.E., Shuib, A., Ramachandran, S., & Samdin, Z. (2018). Assessment of Non-Consumptive Wildlife Oriented Tourism in Sukau, Sabah Using Travel Cost Method. International Journal of Business and Society, 19,SI1.	SCOPUS ESCI
17.	Mohamed, Z., Syamsul, H.M.A., 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,SI1.	SCOPUS ESCI
18.	Wong, C.A., Syamsul, H.M.A., Ramachandran, S., Kunasekaran, P., & Chan, K.L. (2018). Conceptualizing Environmental Literacy and Factors Affecting Pro-Environmental Behaviour. International Journal of Business and Society, 19,SI1.	SCOPUS ESCI
19. *30	Yee, L.L., Ramachandran, S., Shuib, A., Johari, S., & Syamsul, H.M.A. (2018). Factors Influencing Visitors' Evaluation of Service Quality in Giant Panda Conservation Centre (GPCC), Zoo Negara. International Journal of Business and Society, 19,SI1.	SCOPUS ESCI
20.	Ibrahim, M.R., Shuib, A., Ramachandran, S. & Syamsul, H.M.A. (2018). Community Participation in Tourism Microenterprises among Amanah Ikhtiar Malaysia Borrowers in Semporna, Malaysia. International Journal of Business and Society, 19,SI1.	SCOPUS ESCI
21. *29	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,SI1.	SCOPUS ESCI
22.	Nordin, N.A., Shuib, A., Ramachandran, S., Kunasekaran, P., Syamsul, H.M.A., & Abdullah, N.H. (2018). Developing Visitors' Perception Indicators on Natural Resource Conservation in Tasik Kenyir, Malaysia.	ERA

	World Applied Sciences Journal, 36 (2), pp 391-401.	
23.	Syamimi, A., Shuib, A., Ramachandran, S., Kunasekaran, P., Syamsul, H.M.A., & Engku, N.K.E.H.(2018). Local Perception Scale on Ecotourism Impacts and Quality of Life. World Applied Sciences Journal, 36 (2), pp 361-367.	<b>ERA</b>
24.* <sup>28</sup>	Kunasekaran, P., Gill, S. S., Ramachandran, S. & Talib, A. T. (2017). Strengthening Traditional Competencies of Mah Meri Community for Indigenous Tourism Service Performance. World Applied Sciences Journal, 35(Special Issue on Service Experience and innovation), 01-05.	<b>ERA</b>
25.* <sup>27</sup>	Ramachandran, S., Maumoon, F.I., Kunasekaran, P., Shuib, A. & Mat Som, A. P. (2017).Service Quality of Maldivian Hospitality Industry : Chinese Tourists` Perception. World Applied Sciences Journal, 35(Special Issue on Service Experience and Innovation), 06-09.	<b>ERA</b>
26.	Razak, N. A., Syamsul, H.M.A., Shuib, A. & Ramachandran, S.(2017). Estimating the Conservation Value of Giant Panda Conservation Centre in Zoo Negara, Malaysia using Contingent Valuation Method. (2017). World Applied Sciences Journal, 35(Special Issue on Service Experience and Innovation), 16-19.	<b>ERA</b>
27.* <sup>26</sup>	Kunasekaran, P., Gill, S.S., Ramachandran, S. & Talib, A.T. (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(Special Issue on Service Experience and innovation), 10-15.	<b>ERA</b>
28.	Wong, C. A., Syamsul, H.M.A., Ramachandran, S., Shuib, A & Chan, K.L.(2017). Environmental Literacy Among Year 5 Primary School Children in East Coast Division, Sabah, Malaysia. World Applied Sciences Journal, 35(Special Issue on Service Experience and innovation), 20-26.	<b>ERA</b>
29.* <sup>25</sup>	Siew, K. M., Ramachandran, S., Kunasekaran, P., Syamsul, H.M.A., & Shuib, A. (2017). Performance Indicators of Energy Security	<b>ERA</b>



	and Sustainable Tourism in Enhancing Service Innovation of Island Tourism. World Applied Sciences Journal, 35(Special Issue on Service Experience and innovation), 27-32.	
30.	Ng, S. I., Chia, K. W., Ho, J. A., & Ramachandran, S. (2017). Seeking tourism sustainability-A case study of Tioman Island, Malaysia. Tourism Management, 58, 101-107. Impact Factor 3.14,	ISI (Q1), SCOPUS, ERA
31.	Ho, J. A., Chia, K. W., Ng, S. I., & Ramachandran, S. (2017). Problems and Stakeholder Responsibilities in Island Tourism: The Case of Tioman Island in Malaysia. Journal of Hospitality & Tourism Research, 14(4)pp. 445-474 . IF 1.54	ISI (Q1), SCOPUS, ERA
32.*24	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.	ISI (Q2), SCOPUS,
33.*23	Baum, T., Cheung, C., Kong, H., Kralj, A., Mooney, S., Nguyễn Thị Thanh, H., Ramachandran, S., Ruzic, M.D., & Siow, M. L. (2016). Sustainability and the tourism and hospitality workforce: a thematic analysis. Sustainability, 8(8), 809. Impact Factor 1.343	ISI (Q2), SCOPUS,
34.*22	Prabhakaran, S., Prabhakaran, S., Nair, V., Nair, V., Ramachandran, S., & Ramachandran, S. (2016). Community participation in mitigating marine waste to reduce climatic change in tourism destinations. Worldwide Hospitality and Tourism Themes, 8(5), 569-577.	SCOPUS, ERA
35.*21	Fatin, R., & Sridar, R. (2016). Motivation to visit the Giant Panda Conservation Centre in Zoo Negara, Malaysia. Asia-Pacific Journal of Innovation in Hospitality and Tourism, 5(3), 155-169.	ERA, CABI, GOOGLE SCHOLAR
36.*20	Madhavan, B. N., & Sridar, R. (2016). Multi-criteria decision analysis for responsible management of Marine Protected Area in Semporna, Sabah. Asia-Pacific Journal of Innovation in Hospitality and Tourism, 5(3), 15-34.	ERA, CABI, GOOGLE SCHOLAR

37.	Kunasekaran, P., Gill, S. S., & Ramachandran, S. (2016). The role community resources for sustainable tourism practice of Mah Meri indigenous community of Malaysia. <i>Electronic Journal of Business and Management</i> , 1(1), 1-8.	-
38.	Nitanan, K. M., Shuib, A., Ramachandran, S. and Syamsul, H.M.A. (2015). Travel Cost Adjustment of International Multiple Destination Visitors to the Kilim Karst Geoforest Park, Langkawi, Malaysia. <i>American-Eurasian J. Agric. &amp; Environ. Sci.</i> , 15 (Tourism & Environment, Social and Management Sciences): 24-31.	CABI EBSCO
39. *19	Siow, M. L., Ramachandran, S., Shuib, A., & Mohammad Afandi, S. H. (2015). Adapting evidence-based intervention in rural tourism policies: Pragmatic benchmarking considerations for tourism business operations in Semporna, Sabah, Malaysia. <i>Worldwide Hospitality and Tourism Themes</i> , 7(5), 473-485.	<b>SCOPUS , ERA</b>
40.	Mahdzar, M., Shuib, A., Ramachandran, S. and Syamsul, H.M.A. (2015). The Role of Destination Attributes and Memorable Tourism Experience in Understanding Tourist Revisit Intentions. <i>American-Eurasian J. Agric. &amp; Environ. Sci.</i> , 15(Tourism & Environment, Social and Management Sciences): 32-39.	CABI EBSCO
41. *18	Johari, S., Ramachandran, S., Shuib, A., & Herman, S. (2015). Participation of the Bidayuh community in tourism developmental initiatives in Bau, Malaysia. <i>Life Science Journal</i> , 12(2), 46-48.	<b>SCOPUS</b>
42. *17	Kunasekaran, P., Ramachandran, S. and Shuib, A., (2015). Exploring the Perception of Rural Farmers on Agro Tourism in Cameron Highlands, Malaysia. <i>American-Eurasian J. Agric. &amp; Environ. Sci.</i> , 15(Tourism & Environment, Social and Management Sciences): 40-45.	CABI EBSCO
43. *16	Siow, M. L., Ramachandran, S., Shuib, A., & Mohammad Afandi, S. H. (2015). Malaysia's national ecotourism plan from a semiotic perspective. <i>The Malaysian Forester</i> , 77 (2), 121-138.	<b>SCOPUS</b>
44.	Chia Kei Wei, Ramachandran, S. and Shuib, A., (2015). A Comparison Study Between	

	Domestic and International Rural Tourist Profile and Travel Expenditures in Semporna, Sabah. American-Eurasian J. Agric. & Environ. Sci., 15 (Tourism & Environment, Social and Management Sciences): 52-60.	CABI EBSCO
45.	Matthew, N.K., Shuib, A., Ramachandran, S. & Syamsul Herman, M. A. (2014). Profile and characteristics of the visits of international visitors to Kilim Karst Geoforest Park, Langkawi. TEAM Journal of Hospitality and Tourism. 11(1), 73-80.	
46.* <sup>15</sup>	May-Ling, S., Ramachandran, S., Shuib, A., & Afandi, S. H. M. (2014). Barriers to community participation in rural tourism: A case study of the communities of Semporna, Sabah, Malaysia. Life Science Journal, 11(11), 837-841.	<b>SCOPUS</b>
47.* <sup>14</sup>	Ling, M., Sridar Ramachandran, A. S., & Syamsul Herman MA, S. (2014). Philosophy and Policy, Then and Now: Unfolding the Rural Tourism Policy Perspectives in Malaysia. Global Journal of Management And Business Research, 14(2).	GOOGLE SCHOLAR
48.* <sup>13</sup>	Prabhakaran, S., Nair, V., & Ramachandran, S. (2013). Marine waste management indicators in a tourism environment: Exploring possibilities for Semporna District, Sabah. Worldwide Hospitality and Tourism Themes, 5 (4) pp. 365 - 376.	<b>SCOPUS , ERA</b>
49.* <sup>12</sup>	Siow, M. L., Ramachandran, S., Shuib, A., Nair, M., Syamsul Herman M.A. & Prabhakaran, S. (2013). Rural resources as tourism capital: The case of Setiu Wetlands, Terengganu, Malaysia. The Malaysian Forester, 76(1), 27-39. (SCOPUS- indexed)	<b>SCOPUS</b>
50.	Syamsul Herman, M.A., Ahmad S., Ramachandran S. and M. Rusli Y. (2013) Recreational economic value of the Perlis State Park, Malaysia: An application of Zonal Travel Cost Model. Journal of Tropical Agricultural Science 36. 295-310	<b>SCOPUS ERA</b>
51.* <sup>11</sup>	Siow, M.L., Ramachandran, S., Nair, V., Shuib, A. and Syamsul Herman, M.A. (2013) Scoping the potentials and pitfalls of rural tourism policies: Constructivism as a theoretical lens. Journal of Tropical Agricultural Science. 36. 157-172	<b>SCOPUS ERA</b>

52.	Syamsul Herman, M.A., Ahmad, S., Ramachandran, S. And Rusli, M. Y. (2013) Length of stay of discrete outdoor recreational experiences of Perlis State Park. <i>The Malaysian Forester</i> , 76(2), 133-139.	SCOPUS
53.	Chia Kei Wei, Ahmad Shuib, Sridar Ramachandran, Syamsul Herman, M.A. (2013). Applicability of economic models in estimating tourism impacts. <i>Journal of Applied Economics and Business</i> Vol 1(4) 5-16	GOOGLE SCHOLAR, ULRICH
54. *10	Lee-Yoon, W., Ramachandran, S. & Siow, M.L. (2013). Potential of the Malaysia Batik Industry from the Perspectives of Batik Entrepreneurs and Employees. <i>International Journal of Management &amp; Entrepreneurship</i> , Vol. 9, Issue 1, Pg. 23-59.	-
55.	Mohamad Safee Sapari, Ahmad Shuib, Sridar Ramachandran, Syamsul Herman Mohammad Afandi (2013). Visitors' satisfaction towards service and facilities in Kilim Karst Geoforest Park, Langkawi. <i>Journal of Applied Economics and Business</i> Vol 1(4) 25-42	GOOGLE SCHOLAR, ULRICH
56.	Nitanan Koshy Matthew, Ahmad Shuib, Sridar Ramachandran, Syamsul Herman, M. A. (2013). Demand model of international visitors to the Kilim Karst Geoforest Park, Langkawi: Application of ITCM model. <i>Journal of Applied Economics and Business</i> Vol 1(4) 51-66	GOOGLE SCHOLAR, ULRICH
57. *9	Kunasekaran, P., Ramachandran, S., Samdin, Z., & Awang, K.W. (2012). Factors Affecting Farmers' Agro Tourism Involvement in Cameron Highlands, Pahang. <i>OIDA International Journal of Sustainable Development</i> , 4(1), Pg. 83-90.	ERA EBSCO
58. *8	Madhavan, B. N., Sridar, R., Shuib, A., Syamsul, H.M.A. & Nair, V.(2012). Multi-criteria decision making approach for responsible tourism management. <i>The Malaysian Forester</i> 75 (2): 135-146.	SCOPUS
59.	Syamsul, H.M.A., Shuib, A., Ramachandran, S. & Rusli, Y.(2012). Valuing the recreational benefit of cross-border shopping at Wang Kelian Sunday Market, Perlis, Malaysia. <i>The Malaysian Forester</i> 75 (2): 189-196.	SCOPUS
60.	Syamsul, H.M.A., Shuib, A., Ramachandran, S., Yacob, M.R.& Richards, A. (2012). The Need For Recreational Economic Valuation At	SCOPUS

	Perlis State Park. <i>The Malaysian Forester</i> , 75 (1): 73-80.	
61. *7	Siow, M.L., Abidin, Z.Z., Nair, V., Ramachandran, S. & Shuib, A. (2011). Developing Criteria And Indicators For Responsible Rural Tourism In Taman Negara National Park (TNNP), Malaysia. <i>The Malaysian Forester</i> , 74 (2): 143-155.	SCOPUS
62. *6	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 Science Journal</i> , Vol.12, Pg. 10-18. (impact factor 0.2)	ERA ISI
63. *5	Chong Yee-Lee, Lee Eng-Heng, Sridar Ramachandran, Mohd Rusli Yacob & Mohhidin Othman (2011). Why the need to triangulate in the study of tourism's economic impact. <i>World Applied Science Journal</i> , Vol. 12, Pg.50-55 (impact factor 0.2)	ERA ISI
64. *4	Ann, L. M.Q., Ramachandran, S. & Rod, A. A. D. (2011). Innovative Behaviour of Quick Service Restaurants: Charting Socially Responsible Value Innovation Strategies. <i>International Journal of Management &amp; Entrepreneurship</i> , Vol.7, Issue 1, Pg.81-99.	-
65.	Nitanan, K. M., Shuib, A., Ramachandran, S., Syamsul, H.M.A & Nair, V.(2011). Exploring Economic Valuation And Impact Of Rural Tourism: A Post - Positivist Perspective. <i>TEAM Journal of Hospitality and Tourism</i> , Vol. 8, Issue 1.	CABI
66.	Quee Ling, L., Abkarim, M. Shahrin., Othman, Mohhidin., Noranizan, M. A., and Ramachandran, S. (2010). Relationships between Malaysian Food Image, Tourist Satisfaction and Behavioural Intention. <i>World Applied Science Journal</i> , Volume 10 (Special Issue of Tourism and Hospitality); Pg. 164-171. (impact factor 0.2)	ERA ISI
67.	Bee Lia, C, Huey Chern, B ,Othman, M, Karim, M.S.A, and Ramachandran, S. (2010). ' Using critical incident technique to identify the effect of servicescape failure and the effectiveness of recovery strategy on dining experience' <i>SEGi Review</i> , Vol.3, Issue 1, Pg. 152-170.	-

68.	Chua, Bee Lia; Othman, Mohhidin; Boo, Huey Chern; Abkarim, M. Shahrin; Ramachandran, Sridar (2010). Servicescape Failure and Recovery Strategy in the Food Service Industry: The Effect on Customer Repatronization. <i>Journal of Quality Assurance in Hospitality &amp; Tourism</i> , Jul-Sep2010, Vol. 11 Issue 3, p179-198	ISI, SCOPUS
69.* <sup>3</sup>	Ramachandran, S. (2009). Responsible Tourism: An Inductive Approach. <i>Research Bulletin of the Faculty of Economics and Management, UPM</i> , 4 (March):41-50. (EBSCO indexed)	EBSCO
70.	Bee Lia, C, Othman, M, Huey Chern, B, Karim, M.S.A, and Ramachandran, S. (2009). 'Customers' reaction to servicescape failure and associated recovery strategy: An exploratory study in the food service industry. <i>Journal of Tourism, Hospitality and Culinary Art</i> , Vol.1, Issue 2, Pg.23-47.	GOOGLE SCHOLAR
71.	Fateh H., Khalid, A. R., Ramachandran, S. and Chin, L. 2009. Dynamic Model for International Tourism Demand for Malaysia: Panel Data Evidence. <i>International Research Journal of Finance and Economics</i> , Issue 33:207-217	ERA ISI ECONLIT
72.	Norlida, H.M.S., Shuib, A., Siong-Hook, L., Zaleha, M.N. and Ramachandran, S. (2008). Asian Tourism Demand For Malaysia: A Bound Test Approach. <i>Contemporary Management Research</i> , 4(4) : 351-368.	ERA ULRICH
73.	Norlida, H.M.S., Othman, R., and Ramachandran, S.(2007). Malaysia's Tourism Demand From Selected Countries: The ARDL Approach To Cointegration, <i>International Journal of Economics and Management</i> , 3(1):39-57.	SCOPUS
74.	Norlida, H.M.S., Shuib, A., Siong-Hook, L., Zaleha, M.N. and Ramachandran, S. (2007). An ARDL Model of Tourism Demand For Malaysia By Major ASEAN Countries. <i>IIUM Journal of Economics and Management</i> , 15(1):1-28. (Impact factor - 0.44)	ECONLIT EBSCO
75.* <sup>2</sup>	Ramachandran, S. (2006). Visiting Friends and Relatives Market: A Conceptual Framework. <i>TEAM Journal of Hospitality and Tourism</i> , 1(3), 1-13.	CABI

76.* <sup>1</sup>	Ramachandran, S. (2005). Analysing Visual and Textual Content of Tourism Brochures: A Case of Malaysian Destination Image. <i>TEAM Journal of Hospitality and Tourism</i> , 1(2), 69-80.	CABI
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## Book/Manual

1. Sridar Ramachandran et al. (2017). Manual On-Job Training(OJT) Ke Arah Resort Hijau. Penerbit UPM.
2. Sridar Ramachandran et al. (2018). Guided Action Coaching(GAC) for Gigpreneur Development. Penerbit UPM

## Edited Books

- 1\*. Sridar Ramachandran, Yuhanis Abdul Aziz, Khairil Wahidin Awang, and Mohd. Rusli Yacob (2011) Selected Readings in Hospitality and Tourism. Penerbit UPM. 978-967-344-205-8

## Chapters in Book

1.	Naidu, C., Ramachandran, S., Siow, M.L., & Rathakrishnan, T. (2020). Learning and Development Considerations in the 21st Century For Entrepreneurial Competency Delivery in Jaharuddin, N.S. Entrepreneurship and Business Growth. Penerbit UPM
2.	Siow, M. L., & Ramachandran, S. (2020). Towards Rural Tourism Policy Framework: Review on Responsible Rural Tourism Attributes in Hashim, H. Marketing and Sustainability. Penerbit UPM.
3.	Nurul Hikmah, Z., Syamsul Herman, M.A., Wan Sabri, W. M., Zaiton, S., and Ramachandran, S. (2013). Socio economic and environmental motives for recreational visits to Langkawi Island in Zaiton, S and Hazandy A. H. and Norfaryanti, K. Climate Change in Tropical Forest: Impact and Mitigation. Penerbit UPM.
4.	Nur Syuhada C.I., Syamsul Herman, M.A., Zaiton, S. and Ramachandran, S. (2013). Expenditure and

	environmental linkage of an adventure recreational activity: Mountain Biking in Putrajaya Challenge Park in Zaiton, S and Hazandy A. H. and Norfaryanti, K. Climate Change in Tropical Forest: Impact and Mitigation`. Penerbit UPM.
5.	*. Puvaneswaran, K., Ramachandran, S., Zaiton, S., Khairil, W.A. (2011). Determining Farmers' Participation Indicators on Agro tourism In: ( Ed., Sridar Ramachandran, Yuhanis Abdul Aziz, Khairil Wahidin Awang, and Mohd. Rusli Yacob) Selected Readings in Hospitality and Tourism. Penerbit UPM. 978-967-344-205-8
6.	*. Ramachandran, S., Khairil, W. A., Sook-Foon, Tan., and Yacob, M.R. (2011). Shopping Satisfaction of International Tourists in Klang Valley, Malaysia In: ( Ed., Sridar Ramachandran, Yuhanis Abdul Aziz, Khairil Wahidin Awang, and Mohd. Rusli Yacob) Selected Readings in Hospitality and Tourism. Penerbit UPM. 978-967-344-205-8
7.	Fateh Habib, Khalid Abdul Rahim and Sridar Ramachandran (2010). The Economic Impact of Tourism from Selected ASEAN Countries In : ( Ed., Khairil Wahidin Awang, Yuhanis Abdul Aziz, Zaiton Samdin) Selected Issues in Hospitality and Tourism. Penerbit UPM Pgs 121-131, .ISBN 978-967-344-180-8

## International Conference

1.	Subramaniam, T., Samdin, Z., Ramachandran, S., & Kunasekaran, P. (2017). Experience Economy to Memorable Tourism Experience: An Overview in Ecotourism Sector. Internatinal Conference on Social and Behavioural Sciences (ICSBS) 14-16 August 2017.
2.	Siow, M. L. & Ramachandran, S. (2016). The Mutualism of Social-Exchange Theory and Empowerment as a Tourism-Community Nexus in Sabah, Malaysia, 4th International Conference on Social Science and Humanities (ICSSH), 18-19 July 2016, Kuala Lumpur.
3.	* Johari, S., Shuib, A., Ramachandran, S., Herman, S., & Kunasekaran, P. (2015). 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. Tropical Tourism Outlook Conference, held on the island of Lombok in Indonesia, during July 29-31, 2015
4.	* Madhavan B. K., Sridar R., Ahmad S., Syamsul Herman, M. A. (2015). Multi-Criteria Decision Analysis for Responsible Management of Marine Protected Area in Semporna Sabah In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 39-45.
5.	Prabhakaran, S., Nair, V., & Ramachandran, S. (2015). Direct and Indirect Community Affiliation as a Tool to Mitigate Marine Waste in Semporna, Sabah a Rural Tourism Setting In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 46-50.
6.	Charmaine A. W., Syamsul Herman, M. A, Sridar R., Ahmad S. (2015). Environmental Literacy and Factors Affecting Pro-environmental Behaviour among Year Five Students in the West Coast of Sabah: A Proposed Study. In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 65-74.
7.	Nurul Azwa A., Ahmad S., Sridar. R. and Syamsul Herman, M. A. (2015). Local Communities' Perceptions towards Economic Impacts from Ecotourism Development in Kilim Karst Geoforest Park, Langkawi In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 114-120.
8.	Mohd Romzee I., Ahmad S., Ramachandran S., Syamsul Herman M. A. (2015). A Sustainable Community Based Tourism Enterprises Through Amanah Ikhtiar Malaysia In Semporna, Sabah: Opportunities And Challenges In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 190-199.
9.	Chia, K.W., Shuib, A., Syamsul, H.M.A. & Ramachandran, S. (2015). A Comparison Study Between Domestic And International Rural Tourist Profile And Travel Expenditures In Semporna, Sabah. In: International Conference on Natural Resources,

	Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 200-210.
10.	Madzhar, M., Shuib, A., Syamsul, H.M.A. & Ramachandran, S. (2015). A Preliminary Study Identifying Factors Of Memorable Tourism Experience In Mulu National Park, Sarawak. In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 211-216.
11.	Matthew, N.K., Ahmad, S., Ramachandran, S., & Syamsul Herman, M. A.(2015). Travel Cost Adjustment Of International Multiple Destination Visitors To The Kilim Karst Geoforest Park, Langkawi, Malaysia In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 217-224.
12.	* Johari, S., Ramachandran, S., and Shuib, A., Syamsul Herman, M. A., and Kunasekaran, P .(2015) <i>The role of the Bidayuh community in packaging culture and nature for sustainable indigenous tourism product in Bau District, Sarawak.</i> In: International Conference on Natural Resources, Tourism and Services Management 2015, 14-16 Apr. 2015, Hotel Promenade, Kota Kinabalu, Sabah. pp. 372-376.
13.	Syamsul, H.M.A., Nur A'in, C.M., Shuib, A., Ramachandran, S. (2014). Willingness to pay for highlands' agro-tourism recreational facility: A case of Boh tea plantation, Cameron highlands, Malaysia. IOP Conf. Series: Earth and Environmental Sciences 19(2014).
14.	* Ramachandran, S., Siow, M. L., & Helmi, M. (2014). Factors Influencing consumer satisfaction for Kelulut honey as an agro-tourism product in Malaysia. 23rd Asia Pacific Tourism Association Conference. 8-10 Jan 2014, Gangnam, Seoul, Korea
15.	Siow, M. L., Ramachandran, S., Shuib, A., & Mohammad Afandi, S.A. (2014). Adopting the Triple Helix Approach for Responsible Rural Tourism Policy Framework in Semporna, Sabah, Malaysia. Paper presented at the International Conference on Contemporary Economic Issues, 11-12 December 2014, Kuala Lumpur, Malaysia.
16.	* Siow, M. L., Ramachandran, S., Shuib, A., & Syamsul Herman M. A. (2014). Reflection on the

	Delphi Policy Technique employed in discovering Responsible Rural Tourism themes: The Case of Semporna, Sabah, Malaysia. The Asia Pacific Social Science Conference 8-10 Jan 2014, Gangnam, Seoul, Korea
17.	* Siow, M. L., Ramachandran, S., Shuib, A., & Syamsul Herman, M. A. (2014). Rural tourism policies in Malaysia: Transcending Unidirectional To A Multi-directional Policy-Cycle. 6th International Borneo Business Conference, 20th - 21st August 2014.
18.	Matthew, N.K., Ahmad, S., Ramachandran, S., & Syamsul Herman, M. A. (2014). Demand of international visitors to The Kilim Karst Geoforest Park, Langkawi. 6th International Borneo Business Conference, 20th - 21st August 2014
19.	Nasir, N.A.M., Ramachandran, S., Samdin, Z., & Shuib, A. (2014). Reviewing economic valuation of ecotourism in marine protected areas and its related issues in Malaysia. 6th International Borneo Business Conference, 20th - 21st August 2014.
20.	Chia, K.W., Shuib, A., Syamsul, H.M.A. & Ramachandran, S. (2014). Profiling rural tourists in Semporna Sabah Malaysia. 6th International Borneo Business Conference, 20th - 21st August 2014.
21.	* Madhavan B. K., Sridar R., Ahmad S., Syamsul Herman, M. A. (2014). A Multicriteria Decision Making Model For Responsible management of Marine Protected Area in Semporna Sabah: Identification of Decision Making Criteria. 6th International Borneo Business Conference, 20th - 21st August 2014.
22.	* Ramachandran, S., Siow, M. L., Shuib, A., & Syamsul Herman, M. A., Damsik, D. (2013). Willingness to accept as a compensation measure for the payment of environmental services in marine tourism: A case of Semporna District, Sabah, Malaysia. International Conference for Academic Disciplines 3-6 December 2013, Freiburg, Germany.
23.	Mohamad Safee bin Sapari, Ahmad bin Shuib, Sridar Ramachandran & Syamsul Herman, M. A. (2013). Visitors' and visit characteristics of Kilim Karst Geoforest Park, Langkawi. 3rd Regional Conference on Tourism Research 2013. Bayview Hotel, Langkawi. 29-31 October 2013.
24.	Matthew, N.K., Ahmad, S., Ramachandran, S., & Syamsul Herman, M. A. (2013). Profile and

	characteristics of the visits of international visitors to The Kilim Karst Geoforest Park, Langkawi. 3rd Regional Conference on Tourism Research 2013. Bayview Hotel, Langkawi. 29-31 October 2013.
25.	Mohd Romzee I., Ahmad S., Ramachandran S., Syamsul Herman M. A. (2013). An evaluation on the role of microfinance institutions as an instrument for poverty reduction strategy in Semporna, Sabah. International Forestry Graduate Students' Conference. Universiti Putra Malaysia, Selangor.
26.	Mohamad Safee bin Sapari, Ahmad, S., Ramachandran, S., & Syamsul Herman, M. A. (2013). Visitor satisfaction on ecotourism site model. International Forestry Graduate Students' Conference. Universiti Putra Malaysia, Selangor.
27.	Chia, K.W., Ramachandran, S., Shuib, A., & Syamsul, H.M.A. (2013). Estimating the economic impacts of rural tourism in Semporna, Sabah, Malaysia. International Forestry Graduate Students' Conference. Universiti Putra Malaysia, Selangor.
28.	* Siow, M. L., Ramachandran, S., Shuib, A., & Syamsul Herman, M. A. (2013). The Study of rural tourism policies using the policy Delphi technique - The case of Semporna, Sabah. Paper presented at the International forest graduate students' conference 2013, Universiti Putra Malaysia, Selangor.
29.	Matthew, N.K., Ahmad, S., Ramachandran, S., & Syamsul Herman, M. A. (2013). Rural tourism demand model of international visitors to the Kilim Karst Geoforest Park, Langkawi. International Forestry Graduate Students' Conference. Universiti Putra Malaysia, Selangor.
30.	* Madhavan B. K., Sridar R., Ahmad S., Syamsul Herman, M. A. (2013). Selection of responsible management alternative for marine protected area using multi criteria decision analysis. Proceeding of the International Forestry Graduates Students' Conference, 2-4 July 2013, Universiti Putra Malaysia.
31.	Charmaine A. W., Syamsul Herman, M. A, Sridar R., Ahmad S. (2013). Pro-environmental behaviour among primary students through non-formal activities - A Case study in Pulau Selakan, Semporna, Sabah. Proceeding of the International Forestry Graduates

	Students' Conference, 2-4 July 2013, Universiti Putra Malaysia.
32.	Nurul Azwa A., Ahmad S., Sridar.R. and Syamsul Herman, M. A. (2013). The link between local community perceptions on economic impacts of a tourism development model. International Forestry Graduate Students' Conference. Universiti Putra Malaysia, Selangor.
33.	Nurul Azwa A., Ahmad S., Sridar.R. and Syamsul Herman, M. A. (2012). Tourism development and tourism impacts in Kilim Geopark, Langkawi: How Local Community Perceive On Economic Impact. International Conference on Tourism Development (ICTD). Sarawak, Malaysia
34.	Siow, M.L., Ramachandran, S., Shuib, A., Nair, M., Nair, V., & Prabhakaran, S. (2012). Rural resources as tourism capital: The case of Setiu Wetlands Paper presented at the Regional Symposium on Rural Tourism: Scaling up Community-Based Ecotourism, Phnom Penh, Cambodia
35.	Chia, K.W., Ramachandran, S., Shuib, A., & Syamsul, H.M.A. (2012). Applicability of Inclusive Business Model for Sustainable Community Based Tourism Development in Taman Negara Malaysia, Kuala Tahan Pahang, Malaysia. Regional Symposium on Rural Tourism 2012: Scaling Up Community-Based Ecotourism, Phnom Penh, Cambodia
36.	* Siow, M. L., Ramachandran, S., Shuib, A., & Syamsul Herman, M. A. (2012). A conceptual framework of rural tourism policies: Employing Actor Network Theory. Paper Presented for The 1 <sup>st</sup> Annual Phuket International Conference 2012: Multidisciplinary Studies on Sustainable Development, Phuket, Thailand.
37.	Mohamad Safee Sapari, Ahmad Shuib, Sridar Ramachandran, & Syamsul Herman M. A. (2012). Analysis of Tourist Satisfaction Models. Paper Presented for The 1 <sup>st</sup> Annual Phuket International Conference 2012: Multidisciplinary Studies on Sustainable Development, Phuket, Thailand.
38.	* Madhavan B. K., Sridar R., Ahmad S., Syamsul Herman, M. A. (2012). Multi-Criteria Decision Making (MCDM) in Marine Protected Area Resource Management: A review of methods. Paper Presented for The 1 <sup>st</sup> Annual Phuket International Conference 2012: Multidisciplinary Studies on Sustainable Development, Phuket, Thailand.

39.	Chia, K.W., Ramachandran, S., Shuib, A., & Syamsul, H.M.A..(2012). The applicability of economic models in estimating the economic impacts of tourism in a local economy. Paper Presented for The 1st Annual Phuket International Conference 2012: Multidisciplinary Studies on Sustainable Development, Phuket, Thailand.
40.	Matthew, N.K., Ahmad, S., Ramachandran, S., & Syamsul Herman M. A.(2012) An inclusion of Willingness to Pay (WTP) as an independent variable in the Individual Travel Cost Model (ITCM).Paper Presented for The 1st Annual Phuket International Conference 2012: Multidisciplinary Studies on Sustainable Development, Phuket, Thailand.
41.	* Puvanesewaran, K., Ramachandran, S., Samdin, A. & Khairil, W.A.(2011). Factors Affecting Farmers' Agro Tourism Involvement in Cameron Highlands, Pahang. OIDA International Conference on Sustainable Development Palm Garden Hotel, IOI Resort, Putrajaya, Malaysia. December 5-7, Ontario International Development Agency.
42.	* Siow, M.L., Ramachandran, S. & Nair, V.(2011).Scoping the Potential and Pitfalls of Rural Tourism Policies: A constructivist perspective. THE-ICE 5 <sup>th</sup> Panel of Experts Forum & Taylor's 2 <sup>nd</sup> Graduate Research Colloquium (GRC), Kuala Lumpur, Malaysia November 23-25, Taylor's University.
43.	* Nair, M.B., Ramachandran, S. & Nair, V.(2011).Responsible Rural tourism (RRT) A Multi-criteria Decision Making Problem : A Methodological Review.THE-ICE 5 <sup>th</sup> Panel of Experts Forum & Taylor's 2 <sup>nd</sup> Graduate Research Colloquium (GRC), Kuala Lumpur, Malaysia November 23-25, Taylor's University.
44.	Chia, K.W., Ramachandran, S., Shuib, A., Syamsul, H.M.A. & Nair, V. (2011). Environmental impact resource management in rural tourism. THE-ICE 5 <sup>th</sup> Panel of Experts Forum & Taylor's 2 <sup>nd</sup> Graduate Research Colloquium (GRC), Kuala Lumpur, Malaysia November 23-25, Taylor's University.
45.	Nitanan, K. M., Shuib, A., Ramachandran, S., Syamsul, H.M.A. & Nair, V. (2011). Exploring economic valuation and impact of rural tourism: a post - positivist perspective.THE-ICE 5 <sup>th</sup> Panel of Experts Forum & Taylor's 2 <sup>nd</sup> Graduate Research

	Colloquium (GRC), Kuala Lumpur, Malaysia November 23-25, Taylor's University.
46.	* Sudesh, P., Nair, V. & Ramachandran, S. (2011). Determining a framework for the Impact of rural tourism towards water resources in Malaysia. THE-ICE 5 <sup>th</sup> Panel of Experts Forum & Taylor's 2 <sup>nd</sup> Graduate Research Colloquium (GRC), Kuala Lumpur, Malaysia November 23-25, Taylor's University.
47.	* Puvaneswaran, K., Ramachandran, S., Samdin, Z. & Awang, K.W. (2010). Farmers' Perception Scale on Agro Tourism. Proceedings of the International Graduate Tourism Research Conference, Kuala Lumpur, Malaysia April 16-17, Berjaya University College of Hospitality
48.	Leong, Q. L., Ab. Karim, M. S., Othman, M., Mohd Adzahan, N. & Ramachandran, S. (2009). Marketing Malaysia as a Food Tourism Destination, Proceedings of "3rd International Conference of Destination Branding and Marketing", Institute For Tourism Studies, Macao S.A.R., China, December 2 <sup>nd</sup> -4 <sup>th</sup> , 2009.
49.	Mohhidin, O., Chern, B. H., Karim, M.S.A., Ramachandran, S. and Bee-Lia, C. (2008). Investigation of Servicescape Failures and Associated Recovery Strategies in Food Service Establishments. Proceedings of the 17 <sup>th</sup> Annual CHME research Conference, Glasgow, Scotland, May, 793-798.
50.	* Ramachandran, S., Mohd Rusli, Y., Shuib, A. and Mat Som, A.P. (2007) Determining Responsible Tourism Indicators: A Case of Taman Negara, Malaysia. DOMS International Management Conference, Barbados, 18-21 November 2007.
51.	* Ramachandran, S., and Shuib, A. (2007). Wittgensteinian's Discourse Analysis: A Methodological Discussion on Tourism Destination Image. Asia Pacific Marketing Conference, Kuching, 2-3 November 2007.
52.	* Ramachandran, S., and Mat Som, A.P. (2006). Conceptualising Tourism Destination Image (TDI). Asia-Euro Tourism, Culture & Gastronomy Conference, Petaling Jaya, 9-10 November 2006.
53.	* Mat Som, A.P., and Ramachandran, S. (2006). Economic and socio-cultural impacts of tourism development in Langkawi Island, Malaysia. Asia-Euro

	Tourism, Culture & Gastronomy Conference, Petaling Jaya, 9-10 November 2006.
54.	* Jamil, J., Mat Som, A.P., and Ramachandran, S. (2006). Tioman's Duty-Free: Has It Benefited the Island's Tourism? 2 <sup>nd</sup> International Borneo Business Conference, Kuching, 6-8 December 2006.
55.	* Ramachandran, S. (2005). Analysing Visual and Textual Content of Tourism Brochures: A Case of Malaysian Destination Image. Third Asia- Pacific CHRIE (ApaChrie) Conference 2005, 26-28 May, Kuala Lumpur, Malaysia.
56.	* Ramachandran, S. (2004). A Discourse Analysis on the Governance of Tourism Destination Image. Tourism: State of the Art II Conference, 27-30 June, Glasgow, UK.
57.	* Ramachandran, S., and Z.H.Liu. (2003). Unfolding the underlying facets of tourism destination image. Travel and Tourism Research Association (Europe) Conference - Urban Tourism - Mapping the Future, September 24-27, Glasgow, Scotland.
58.	* Ramachandran, S., and Z.H.Liu. (2002). Inferences of Tourist Destination Image Methodology - Reinforcing Philosophical Paradigms. Asia Pacific Tourism Association (APTA) Conference, Dalian, China.

## National Conference

1.	* Siew. K. M., Ramachandran, S., & Kunasekaran, P. (2017). Developing Energy Security and Sustainable Tourism Scale for Marine Tourism. 2 <sup>nd</sup> Borneo Business Research Colloquium 29-30 <sup>th</sup> November 2017.
2.	Shuib, A., & Ramachandran, S., Mohammad Afandi, S.A. & Siow, M. L., (2014). Ethnobotanical and Forest Valuation Importance of Mangroves for Conservation and Policy Purposes. Paper presented at National Conference On Economic Evaluation Of Forest Resources 2-5 September, Putrajaya, Malaysia.
3.	Nurul Azwa A., Ahmad S., Sridar.R. and Syamsul Herman M. A. (2013). Local Communities' Perceptions Towards Economic Impacts of Rural Tourism Development in Kilim Geopark, Postgraduate



	Conference on Social Science and Humanities (PCSSH), UNIMAS, Sarawak.
4.	Kei Wei, C., Siew Imm, N., Jo Ann, H. and Ramachandran.S. 2009. Developing a Corporate Social Performance Index in Tioman Island. Paper presented at the Faculty of Economics and Management Seminar, Avillion Admiral Cove Port Dickson, Negeri Sembilan. 01-03 December 2009.
5.	Fateh ,H., Khalid, A. R. and Ramachandran, S. 2009. The Economic Impact of Tourism from Selected ASEAN Countries. Paper presented at the Faculty of Economics and Management Seminar, Avillion Admiral Cove Port Dickson, Negeri Sembilan. 01 -03 December 2009.
6.	Syamsul, H.M.A., Shuib, A., Yacob, M.R. and Ramachandran, S.(2008). Travel Cost Analysis Of A Recreational Cross Border Shopping: The Case Of Wang Kelian, Perlis State Park. Faculty of Economics and Management Seminar, Malacca.
7.	* Yee-Lee, C. and Ramachandran, S. (2008). Theoretical Paradigm for the Study of Tourism Economic Impact. Faculty of Economics and Management Seminar, Malacca.
8.	* Ramachandran, S. (2008). Determining Responsible Tourism Indicators: A Case of Taman Negara Malaysia, Research Colloquium, Universiti Putra Malaysia, 20-21 August.
9.	* Kunasekaran, P., Ramachandran, S., Shuib, A., Yacob, M. R. (2007). Developing a Conceptual Framework for Hosts' Attitude on Agro Tourism. Faculty of Economics and Management Seminar, Damai Laut, 4-6 December 2007.
10.	* Ramachandran, S., Shuib, A., Sook-Foon, T. and Mat Som, A.P.(2007). Assessing Shopping Satisfaction of International Tourist in Klang Valley, Malaysia. The 5 <sup>th</sup> National Tourism Educators Conference, Penang, 3-4 August 2007.
11.	Norlida, H.M.S., Ramachandran, S., and Shuib, A.(2007). The Inbound Tourism Demand for Malaysia from Selected Far East Market: Bound Test Approach. The 5 <sup>th</sup> National Tourism Educators Conference, Penang, 3-4 August 2007.
12.	Ibrahim, M., Wan Mansor, W. S., Aziz, A., Mariapan, M and Ramachandran, S. (2007) Public Participation in Community Sports and Recreation Decision-Making: An Overview of the MBPJ Case. Seminar Kajian Semula Dasar Sukan Negara,

	Kementerian Belia dan Sukan Malaysia, Palace of the Golden Horses, Kuala Lumpur, 12 June 2007.
13.	* Ramachandran, S. (2006). Visiting Friends and Relatives Market: A Conceptual Framework. The 4 <sup>th</sup> National Tourism Educators Conference, Petaling Jaya, 9-10 March 2006.
14.	Norlida Hanim, M. S., Shuib, A., Siong-Hook, L., Zaleha, M.N., and Ramachandran, S. (2006). An ARDL Model of Tourism Demand for Malaysia by Major ASEAN Countries. Faculty of Economics and Management Seminar, Port Dickson, 13-15 December 2006.

### Other Publications

1.	*Kunasekaran, P., Ramachandran, S. & Gill, S.S. (2016). Utilizing cultural and natural resources towards sustainability of indigenous tourism: A case study of Mah Meri community in Carey Island, Malaysia. <i>OPTIONS, IKDPM, UPM 20(1)</i> , 3-12.
2.	Yacob, M.R., and Ramachandran, S. (2007). Towards Sustainable Ecotourism Development in Marine Parks: Implication for Management Policies. <i>OPTIONS, IKDPM, UPM 12(2)</i> , 14-18.
3.	*Ramachandran, S. (2005). Desk Research On The Visiting Friends and Relatives (VFR) Market: A British Case. Faculty of Economics and Management Staff Paper Series 2/2005.
4.	*Ramachandran, S. (2004). Exploring Destination Imagery: A Holistic Assessment on Malaysian Destination Image From a British Perspective. Doctor of Philosophy. Strathclyde Business School, Strathclyde University, United Kingdom.

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## AWARDS

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TITLE	AWARD AUTHORITY	YEARS
Best Case Study	Case Writers Association Malaysia	2017
High Impact Industry and Community Linkage	Universiti Putra Malaysia	2016
Graduate on Time Supervision Excellence	Universiti Putra Malaysia	2015
Service Excellence	Universiti Putra Malaysia	2015
Graduate on Time Supervision Excellence	Universiti Putra Malaysia	2014
Best Paper Award	Taylor's University	2012
Silver Medal Research (PRPI)	Universiti Putra Malaysia	2010
Silver Medal Research (PRPI)	Faculty Of Economics, UPM	2008
Teaching Excellence	Universiti Putra Malaysia	2008
Bronze Medal Research (PRPI)	Universiti Putra Malaysia	2007
Best Paper Award	Faculty Of Economics, UPM	2007
Service Excellence	Universiti Putra Malaysia	2006

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## RESEARCH SUPERVISION

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### PhD

#### Graduated

1. Thanam Subramaniam. (2020). Memorable Ecotourism Experiences in Taman Negara.
2. Mohd. Romzee Ibrahim. (2019). Micro Financing for Small Entrepreneur in Semporna, Sabah
3. Charmaine Andrea Wong. (2019). Pro-environmental behaviour of form 4 students in West of Sabah.
4. Mazlina Madzhar. (2017). Memorable Tourism Experience of Mulu National Park, Sarawak.
5. Chia, K. W. (2017). Economic Impact of Rural Tourism in Semporna.
6. \*Sudesh, P. (2017). Public Participation in Marine Waste Management
7. \*Madhavan, B. N. (2016). Multi-criteria Decision Support System for Responsible Tourism
8. \*Shazali J. (2015). Antecedents of Bidayuh's Community Development and Social Capital Interaction in Achieving Sustainable Indigenous Tourism
9. \*Siow, M.L. (2014). Actor Network Approach in Aligning the Convergence and Divergence of Rural Tourism Policies.
10. Philip, W.P.W. (2013). Leveraging Kuala Lumpur's Urban Destination Image.
11. Syamsul, H.M.A. (2011). Economic Value of the Perlis State Park as a Recreational Area.
12. \*Yee-Lee, C. (2011). Regional Tourism Economic Impact of Penang.

13. Habibi, F. (2010). International Tourism Demand and Economic Growth: A case of Malaysia

14. Norlida-Hanim, M. S. (2008). An ARDL Model of Tourism Demand for Malaysia.

### **Work-in-progress**

1. \* Iqbal Aatif. (2019). Local Community Participation in Swat Valley, Pakistan.

2. \* Chandershager Naidu. (2017). Entrepreneurial Competencies of Post Millennials.

3. Norasilah Latiff. (2017). Economic Valuation of Tun Sakaran Marine Park, Semporna, Sabah

4. Roba'a Yusof. (2016). Marketing policies of sharks and rays in Peninsular Malaysia.

5. Mansour Ali A. Alghamdi .(2016). Antecedents of Employees safety awareness in petroleum industry.

6. Mohamad Safee Sapari .(2015). Vistors satisfaction of marine park in Johor.

7. Abdul Hamid Muhamad Ali.(2013). Total economic value of Ramsar site in Kinabatangan, Sabah.

### **MSc**

#### **Graduated**

1. \*Fatin Nornajla Khairuddin. (2020). Food security and sustainable tourism in Mabul, Sabah

2. \*Siew Kar Man.(2020). Energy security and sustainable tourism in Mabul, Sabah

3. Zulkifli Mohamed. (2019). Travel Cost Method to estimate economic value of adventure tourism in Gopeng, Perak

4. Syamimi Mohd Adam. (2018). Local community perception on Ecotourism benefit of Lake Kenyir.

5. Habibah Yusah. (2017). Behavioural Intention to participate in pro-environmental programmes in Semporna.

6. Mohd. Safee Sapari. (2015). Perception of Local Community towards Ecotourism in Kilim, Langkawi, Malaysia
7. Nitanan, K. M. (2014). Travel Cost Approach in Determining Conservation Value of Kilim Geo Park.
8. Kei Wei, C. (2011). Responsible tourism management of Tioman Island.
9. \*Puvaneswaran, K. (2010). Farmer's attitude on Socio-economic Impact of Agro Tourism.
10. Quee-Ling, L. (2010). Sustainable Development of National Heritage: Branding Malaysian Cuisine as Tourist Attraction and Destination.
11. Bee-Lia, C. (2008). Investigation of Servicescape Failures and Associated Recovery Strategies in Food Service Establishments.

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## THESIS EXAMINATION

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\* I = Internal Examiner                      E = External Examiner

1.	PhD	Nitanan Koshy a/l Matthew	I	2018
2.	PhD	Pang Looi Fai	I	2017
3.	PhD	Taha Ahmed AlMahbashi	E	2016
4.	PhD	Arni binti Abdul Gani	I	2016
5.	PhD	Seyyed Ali Delbari	I	2016
6.	PhD	Marjan Jafarpour	I	2016
7.	PhD	Yousef Keshavarz	I	2016
8.	PhD	Roslizawati Che Aziz	I	2016
9.	PhD	Suzie Lim Swee Yian	E	2015
10.	PhD	Bello Yekinni Ojo	I	2015
11.	PhD	Azita Asadi	I	2014
12.	PhD	Yip Hin Wai	I	2014
13.	PhD	Evelyn Lim Ai Lin	I	2014
14.	PhD	Aslinda Mohd Shahril@Mohd Sibir	I	2014
15.	PhD	Mana Khoshkam	E	2013
16.	PhD	Mohammad Bader Helal Al-Badameh	E	2013
17.	PhD	Lew Shian Loong	I	2012
18.	PhD	Sher Akbar	E	2012
19.	PhD	Seyedeh Fatemeh	E	2012
20.	PhD	Marzuki A	E	2008
21.	PhD	Annaniah R. S.	E	2008

22.	Master	Nurshazwani binti Ab Razak	I	2018
23.	Master	Norizan Abu Othman	E	2017
24.	Master	Rahmah binti Mohamed Razali	I	2017
25.	Master	Amirah bt Alias	I	2017
26.	Master	Norasilah binti Latiff	I	2016
27.	Master	Nurul Rusmida binti Razali	I	2016
28.	Master	Noor Haslidawati binti Rosli	I	2016
29.	Master	Munieleswar a/l Raju	I	2016
30.	Master	Nur Izwani	E	2015
31.	Master	Nurul Hikmah binti Zameli	I	2015
32.	Master	Noordiana binti Sukur	I	2014
33.	Master	Siti Nursyadiq bt Anuar	I	2014
34.	Master	Nur Hafizah bte Idris	I	2014
35.	Master	Siti Zubaidah binti Samsudin	I	2014
36.	Master	Nur Syuhada binti Che Ibrahim	I	2014
37.	Master	Noor Jalilah binti Jumaat	I	2014
38.	Master	Tan Sing Ee	I	2013
39.	Master	Mahathir bin Mohamad	I	2013
40.	Master	Nik Ahmad Ridzaffi	E	2012
41.	Master	Mohd Aswad Ramlan	I	2012
42.	Master	Kambiz Yousefi Talooki	I	2012
43.	Master	Sharifah Nur Hidayah Syed Alias	I	2012
44.	Master	Asmah Yahaya	I	2012
45.	Master	Siti Zaleha M. S.	E	2010
46.	Master	Jeffry Zakaria	E	2010
47.	Master	Rahmi Novalia	I	2010
48.	Master	Seddigheh Arabamiry	I	2009
49.	Master	Nurul Amirah binti Zainol	I	2009
50.	Master	Suhaila binti Ariffin	I	2009
51.	Master	Ariffin S.	E	2010
52.	Master	Zainal B.	E	2007
53.	Master	Nor Akmar binti Abdul Aziz	I	2006
54.	Master	Hamimah Talib	I	2006

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## RESEARCH GRANTS

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NO.	TITLE	YEAR	GRANT	AMOUNT
1.	*Inclusive Tourism/ Pro-poor Tourism in the City	2018	Global Challenges Research Fund, UK (GCRF)	£ 5,000
2.	*Developing Food Security Indicators of Indigenous Communities in Mabul Island, Sabah	2018-2020	GUP-IPS, UPM	RM 23,000
3.	*Internationalisatio n and collaboration with Strathclyde University, Glasgow.	2017	RU's Visibility Grant, UPM	RM 19,000
4.	*Developing Pro Poor Tourism and Energy Security Indicators of Indegenous Communities in Mabul Island, Sabah	2017-2019	GUP-IPS, UPM	RM 19,000
5.	Developing a Model of ICT adoption and its impact in Cultural Identity of the Natives of Sabah	2017-2019	MCMC	RM 300,000
6.	*Perception of Local Community on the Economic Benefits of Kenyir Geopark	2016-2018	GUP-IPS, UPM	RM 15,000
7.	*Developing a Dynamic Wild life Tourism Model for Sustainable Tourism Development	2016-2018	FRGS, MOHE	RM 66,000
8.	*Developing social capital model of the Bidayuh community through sustainable indigenous tourism	2016-2018	GUP-IPM, UPM	RM 56,000



9.	*Case Writing for a study on Trash to Cash	2016-2017	CWGS, MOHE	RM 10,000
10.	*Sustainable Green Entrepreneurship by Turning Trash to Cash : Uncle Chang Lodge in Semporna, Sabah	2015-2017	KTP, MOHE	RM 92,000
11.	*Determining Internalisation Scheme for Payment of Environmental Services	2013-2015	GUP GROUP, UPM	RM 210,000
12.	*Establishing responsible tourism adaptive capacity policy framework	2012-2014	RUGS, UPM	RM 15,000
13.	*Sustainable Tourism Decision Support System for Selecting Optimal Adaptation Strategy	2012-2014	RUGS, UPM	RM 13,000
14.	Environmental Responsible Rural Tourism Framework	2011-2016	LRGS, MOHE	RM 2,500,000
15.	*Anthropogenic Climate Change Adaptation Model for Marine Tourism	2011-2013	RUGS, UPM	RM 32,000
16.	Development of Tourism Corporate Social Performance Index	2009-2011	RUGS, UPM	RM 30,000
17.	*Socio-Economic Impact of Agro-tourism	2008-2010	RUGS, UPM	RM 30,000
18.	*Tourism Economic Lifecycle	2007-2008	FRGS, MOHE	RM 28,000
19.	Socio-Economic impact of water resource management	2007-2009	RUGS, UPM	RM,66,000
20.	*Ecotourism Poverty Alleviation	2006-2007	NALRGS, UPM	RM 10,000
	<b>TOTAL</b>			<b>RM 3,561,000</b>

**\*Principal Investigator = RM 663,000**

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## PROFESSIONAL SERVICE EXPERIENCE

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PROJECT TITLE	YEAR	CLIENT
Payment of Ecosystem Services assessment of Ulu Kenas Eco-forest	2018	Jabatan Perhutanan Semenanjung Malaysia (JPSM)
Payment of Ecosystem Services assessment of Sungai Teroi Eco-forest	2018	Jabatan Perhutanan Semenanjung Malaysia (JPSM)
Payment of Ecosystem Services assessment of Chemerong Eco-forest.	2017	Jabatan Perhutanan Semenanjung Malaysia (JPSM)
Tourism Economic Impact Study - Terengganu	2017	Malaysian Institute of Economic Research (MIER) and Terengganu State Government
Management Plan Taman Eko Rimba (TER)	2016	Jabatan Perhutanan Negeri Selangor (JPNS)
Wilayah Perak Selatan Ecotourism Feasibility Study	2015	Universiti Teknologi Petronas
Middle East Tourist Market Study	2013	Tourism Malaysia
Tourism and Hospitality Education Consultant	2010	Open Universiti Malaysia
Logging Impact on Eco-tourism Resources: An EIA Assessemnt	2006	Perak Forestry Department
Market Research On The Potential Of Gelang Patah Mangrove Forest As An Eco-Tourism Attraction	2005	UEM Land
Feasibility Study on a proposed Tourism Academy	2005	Tourism Malaysia
Market Research on the United Kingdoms, Visiting Friends and Relatives market	2003	Visit Britain

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## PROFESSIONAL AFFILIATION

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Associate - World Institute of Action Learning

Associate - International Society of Arboriculture

Associate - Arborist Association of Malaysia

Associate - Curtin University of Technology

Life Member - Tourism Educators Association of Malaysia

Research Fellow - Ministry of Youth and Sports, Malaysia

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## ADMINISTRATIVE ACQUAINTANCE

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2017- 2020- **Chair**, Industry Linkage and Internationalisation Committee, Faculty of Economics and Management, Universiti Putra Malaysia.

2016- 2020 - **Head of Laboratory**, Institute of Agricultural and Food Policy Studies, Universiti Putra Malaysia.

2016- 2020 - **Associate**, AACSB and EQUIS Accreditation Unit, Faculty of Economics and Management, Universiti Putra Malaysia.

2011- 2018 - **Research Associate**, Institute of Tropical Forestry and Forest Products, Universiti Putra Malaysia.

2007 - 2009. **Co-ordinator**, Centre for Research Excellence in Services Marketing and Tourism, Universiti Putra Malaysia.

2006- 2011. **Management Representative**, for MS ISO 9001:2000 Internal Audit, Faculty of Economics and Management

2005 - 2006. **Head**, Industrial Development Unit, Rainforest Academy, Universiti Putra Malaysia

2005 - 2007. **Associate**, Centre for Research Excellence in Services Marketing and Tourism, Universiti Putra Malaysia.

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## **SOCIAL CONTRIBUTIONS**

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2018. **Chairman**. Entrepreneurial Competency Development CSR programme for Sekolah Menengah Kebangsaan Bandar Banting in partnership with Compas (Malaysia) Sdn. Bhd.

2018. **Chairman**. Employability CSR programme for BBA students in association with William SP

2017. **Chairman**. Leadership CSR programme for Sekolah Menengah Kebangsaan Subang Jaya in partnership with Compas (Malaysia) Sdn. Bhd.

2017. **Chairman**. Public talk on Personality Traits by Prof Steve Woods from Surrey University

2017. **Chairman**. Public talk on Leading with Questions through Action Learning by Prof Michael Marquardt from George Washington University

2016. **Chairman**. Team Building and Environmental Awareness Programme for IKDPM at SISFEC

2015. **Co-Chairman**. International Conference on Natural Resource, Tourism and Service.

2014. **Co-Chairman**. International Forestry Graduate Students' Conference.

2007. **Organising committee**. Faculty of Economics and Management 2007 Seminar.

2007. **Member**, Recreation and Tourism Committee for the Social and Welfare Club, Faculty of Economics and Management

2006. Fellow, 14<sup>th</sup> Residential College.

2005. Member, Paper Review Committee for the Faculty of Economics and Management 2005 Seminar.

2005. Member, Recreation and Tourism Committee for the Social and Welfare Club, Faculty of Economics and Management

2005. Facilitator, "Kembara Terbilang" - Undergraduate Induction Programme for the Faculty of Economics and Management.

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## OTHER ACCOMPLISHMENTS

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- 2018 WIAL Coach Excellence Award conferred by World Institute of Action Learning.
- Guest Panelist Inclusive Tourism/ Pro-poor Tourism in the City, Philippines (2018)
- Tourism Curriculum Assessor Berjaya School of Hospitality and Tourism (2018)
- Media Visibility for Community and Industry Linkage Green Initiative Programme in Mabul Island, Semporna (2015-2017)
- Journal Reviewer, Tourism Management
- Journal Reviewer, International Journal of Economics and Management
- Journal Reviewer, Asia Pacific Journal of International Hospitality and Tourism
- Journal Reviewer, Social Indicators Research
- Journal Reviewer, PERTANIKA
- Journal Reviewer, Malaysian Forester
- Journal Reviewer, International Journal of Business and Society
- Associate Editor, TEAM Journal of Hospitality and Tourism.
- Guest Editor, Asia Pacific Journal of International Hospitality and Tourism

- Invited speaker Berjaya School of Hospitality and Tourism (2014)
- Guest panellist Berjaya School of Hospitality and Tourism (2012)
- Invited Guest Speaker on Pro-Poor Tourism for Developing Countries' NTO/DMO executive officers, (2009)
- Invited Guest Speaker on Tourism Marketing for Commonwealth NTO/DMO executive officers, (2008)
- Invited Guest Speaker to Universiti Sains Malaysia, Post Graduate Seminar, 2006
- Secured UPM's short term grant for newly appointed lecturer for the value of RM 10, 000.00 for research on eco-tourism poverty alleviation.
- Scholarship Awarded by the Malaysian Government to pursue PhD in tourism studies.
- Organised the Royal Visit by the Duke of Edinburgh to the Fraser's Hill Nature Education Centre.
- Developed Financial Plan and secured RM 40k for the operations and maintenance of the Fraser's Hill Nature Education Centre.

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## **OTHER ACADEMIC DUTIES**

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- Provide academic advice to students face-to-face as well as via ICTL as a communication platform
- Involved in Tourism and Hospitality Programme and Curriculum development at various levels: Bachelors, Masters and PhD
- Developed and incorporated student centred learning (SCL) and problem based learning (PBL) approaches to complement traditional teaching methods
- Carry-out Management Representative task to ensure academic matters conform to quality standards (MS ISO 9001:2000)

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## REFEREES

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### **1. Professor Dr. Ahmad Shuib**

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Universiti Putra Malaysia  
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Selangor,  
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