



Brian KM Wong, PhD, MBA, BBA, FCIM

Dean, Professor

Faculty of Business, Design and Arts

Swinburne University of Technology Sarawak Campus, Malaysia

A hybrid of academic and seasoned marketing professional with solid and progressive teaching and training experiences in all facets of marketing, communication, public relations, and market research management. Possess a PhD and MBA in Marketing and Management from the University of Malaya. An active researcher with more than thirty publications in local and international peer-reviewed journals, books, and popular media. Highly strategic with a 'big picture' in mind and skilled in bringing corporate experiences and connections into teaching pedagogies. Proficient in Microsoft Office, statistical software (SPSS, AMOS, NVivo), presentation and proposal pitching, public speaking, and socialisation skills.

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Education Achievements

2015

University of Malaya (UM)

Doctorate in Philosophy (PhD) | Malaysia

Major
Grade

Management and Marketing
Pass/Non-gradable

2007

University of Malaya (UM)

Master's Degree in Business Administration (MBA) | Malaysia

Double Major
Grade

Marketing and Hospitality & Tourism Management
1st Class (3.96/4.00)

1999

National University of Malaysia (UKM)

Bachelor's Degree in Business Administration (BBA) | Malaysia

Major
Grade

Marketing and Hospitality & Tourism Management
2nd Upper Class (3.45/4.00)

Academic Background

Accumulated of 16 years Academic experiences

Swinburne University of Technology Sarawak Campus (SUTS)

Job Title : Full-time Professor (refer to Professional Background section for detail)

Faculty : Faculty of Business, Design and Arts

Term : 2023-Present

UOW Malaysia KDU University College / UOW Malaysia KDU Penang University College

Job Title : Full-time Associate Professor / Head of School (refer to Professional Background section for detail)

Programme : MBA and Bachelor Degree

Course : New Age Entrepreneurialism (Degree), Intrapreneurship (Degree), Marketing Management (MBA), Research Methodology (MBA), Market, Credit and Operational Risk (MBA)

Term : 2017-2022

Supervision : 7 PhD, 2 MA (Research), 6 MBA, 1 MHBM, 20 Degree students' thesis

Taylor's University (TU)

Job Title : Full-time Associate Professor (refer to Professional Background section for detail)

Programme : Master's Degree, Bachelor's Degree, Diploma, Certificate Programmes

Courses : Postgraduate - Strategic Marketing

Undergraduate – Sustaining a Venture, Contemporary Issues in Marketing, Strategic Management, Marketing Study, Principles of Marketing, Sales & Customer Relations Management, Managing Guest Experience, Hospitality Marketing, Personnel Management.

Term : August-December 2022, July 2011-January 2013

Supervision : More than 20 Degree students' thesis

International Medical University (IMU)

Job Title : Visiting Professional Faculty

Programme : MBA in Healthcare Management & Master of Pharmacy

Course : Entrepreneurial Marketing, Entrepreneurial Leadership, Pharmaceutical Marketing & Ethics

Term : January 2019-2022 (on Professional Teaching assignment)

Xiamen University Malaysia (XUM)

Job Title : Visiting Professional Faculty / External Examiner

Programme : MBA

Course : Marketing, Business Model Innovation

Term : 2019-2022 (on Professional Teaching assignment)

Putra Business School (PBS)

Job Title : Full-time Senior Lecturer / Marketing Director (refer to Professional Background section for detail)

Programme : MBA

Course : Marketing Management, International Marketing, Consumer Behaviour, Managing Product Visibility

Term : September 2015-August 2016

January & September 2018

Supervision : 2 MBA students' thesis

University of Malaya (UM)

Job Title : Part-time Lecturer & Guest Lecturer

Programme : MBA and MM

Course : Marketing Management (MBA), Trade Marketing (MBA), Managing Organizations (MM), Training

Management (MM)

Term : 2007-2015 (MBA), September 2015 (MM), January 2018 (MM)

Open University Malaysia (OUM) franchised programmes

Job Title : Part-time Lecturer

Programme : Executive MBA / Executive Masters of Commerce

Courses : (a) Marketing Management (b) International Business Management (c) Strategic Management (d) Organisational Behaviour (e) Human Resource Management (f) Corporate Communication

Sunway – TES (subsidiary of Sunway University)

Job Title : Part-time Lecturer

Programme : ACCA / CAT

Courses : (a) F1 – Accountant in Business (ACCA) – Part time classes

(b) T5 – Managing People and Systems (CAT) – Resit and Full time classes

(c) Thinking Skills (CFAB)

Research Projects Involvement

2025-2028

Ethical AI Practices on Influencer Authenticity and Brand Reputation

Health Tourism from Kalimantan, Indonesia to Kuching, Sarawak

2023-2025

Enhancing Entrepreneurial Skills through TEGAS Accelerator

Exploring the corruption risk areas within the tourism industry in Malaysia from the perspectives of the stakeholders

Accelerating the business potentials of medical tourism in East Malaysia regions through IR4.0 Technologies

Sarawak Rainforest Liberica Coffee International Business Case Study

Service trade-offs framework for the healthcare services

Firm Innovativeness Model Through AI-driven Automation and Globalisation for Malaysia

2020-2022

Happiness Study @ Penang and Malacca World Heritage Sites

Student satisfaction with online education and personality

Readiness in Adopting IR 4.0 Technologies among Healthcare Providers and its Relation to Health Tourism Promotion in Malaysia.

2017-2018

Humanistic Entrepreneurialism

Parents' Perception on Public, Private, and International Schools.

2013 - 2015

Factors Influencing Sustainable Performance in the Health Tourism Industry: A Comparative Study of Malaysia, Singapore and Thailand.

2014

Research into the medical tourism readiness and challenges of the 72 MHTC member healthcare facilities

Study on the role of healthcare travel facilitators: A comparative study in Thailand, India, Singapore, and the United States

Study on the social media effectiveness and fans' profiles and behaviours for Malaysia Healthcare Travel Council (MHTC)

2013

Research on Medical Tourists' Motivations and Perceptions: A Study among Singapore, Thailand, and India. Mediating the research project between Malaysia Healthcare Travel Council (MHTC) and Frost & Sullivan.

Malaysia Healthcare Travel Council (MHTC)'s study on medical tourists' motivations and satisfactions on its member medical facilities.

2012

MM2H Motivations, Satisfactions, and Post-satisfaction Study with MM2H Centre. RM 35,000 funding from the University of Malaya.

Publication Achievements

Referred Research Articles

First Authorship

Wong, B. K. M., & Musa, G. (2025). Health Tourism in Asia: Definition Framework, Issues, and Way Forward. *International Journal of Travel Policy*. In-print. (SCOPUS indexed journal)

Wong, B. K. M. & Chua, J. Y. (2025). The influence of social media advertising on consumers' brand behaviour: A case of Malaysian Gen Y and Gen Z. *International Journal of Internet Marketing and Advertising*. In-print. (SCOPUS & ESCI indexed journal)

Wong, B. K. M. (2025). Peer Review Report For: Digital transformation of healthcare: Exploring paradoxes and the approaches to alternate between opposing demands. *Open Research Europe*, 5, 281. <https://doi.org/10.21956/openreseurope.22832.r60781> (SCOPUS indexed journal).

Wong, B. K. M., & Thirumoorthy, T. (2025). A Note on Community-Based Leisure Approach to Cultural Preservation in Sarawak Cultural Village. *World Leisure Journal*, 1-14. <https://doi.org/10.1080/16078055.2025.2549478> (SCOPUS indexed journal).

Wong, B. K. M., Fung, C. Y., Kong, M., & Leong, H. J. (2025). Guest editorial: Critically exploring transdisciplinary qualitative research in the Global South. *Qualitative Research Journal*, 25(2), 117-124. (Scopus & ESCI indexed journal). <https://doi.org/10.1108/QRJ-03-2025-315>

Wong, B. K. M. & Beh, A. L. (2025). Understanding Undergraduates Sense of Achievement: The Entrepreneurial Mindset Approach. *Global Business and Management Research: An International Journal*, 16(4), 18-36. (ERA indexed journal). [chrome-extension://efaidnbmnnnibpcajpcqlclefindmkaj/https://www.gbmrjournal.com/pdf/v16n4s/V16N4s-2.pdf](https://www.gbmrjournal.com/pdf/v16n4s/V16N4s-2.pdf)

Wong, B. K. M., & Sa'aid Hazley, S. A. (2020). The Future of Health Tourism in the Industrial Revolution 4.0 Era. *Journal of Tourism Futures*, Available Online. DOI: 10.1108/JTF-01-2020-0006 (SCOPUS & ESCI indexed journal)

Wong, B. K. M., & Musa, G. (2020). Transnational Behaviour among Malaysia My Second Home (MM2H) Participants in Malaysia: An exploratory study. *Kajian Malaysia*, 38(1), 19-45. (Tier 2 SCOPUS & ESCI indexed journal). [http://web.usm.my/km/38\(1\)2020/km38012020_2.pdf](http://web.usm.my/km/38(1)2020/km38012020_2.pdf)

Wong, B. K. M., Musa, G., & Taha, A. Z. (2017). Malaysia My Second Home: The influence of push and pull motivations on satisfaction. *Tourism Management*, 61C, 394-410. (Tier 1 ISI indexed journal; Impact factor 2.571). <https://doi.org/10.1016/j.tourman.2017.03.003>

- Wong, B. K. M., & Musa, G. (2016). Malaysia My Second Home (MM2H): Retirees' demographic profile and spending dynamics. *Tourism Management*, 60, 42-46. (Tier 1 ISI indexed journal; Impact factor 2.571). <https://doi.org/10.1016/j.tourman.2016.11.012>
- Wong, K. M., & Musa, G. (2015). Challenges of International Retirees in Second Home Destination: Phenomenological Analysis. *Tourism Management Perspectives*, 15, 81-90. (Tier 1 Scopus indexed journal; Impact factor 1.067). <https://doi.org/10.1016/j.tmp.2015.03.010>
- Wong, K. M., & Musa, G. (2015). International Second Home Retirement Motives in Malaysia: Comparing British and Japanese Retirees. *Asia Pacific Journal of Tourism Research*, 20(9), 1041-1062. (Tier 2 ISI indexed journal; Impact factor 1.29). <https://doi.org/10.1080/10941665.2014.950303>
- Wong, K. M., & Musa, G. (2014). Retirement motivation among 'Malaysia My Second Home' participants. *Tourism Management*, 40, 141-154. (Tier 1 ISI indexed journal; Impact factor 3.14). <https://doi.org/10.1016/j.tourman.2013.06.002>
- Wong, K. M., Ng, C. Y. N., Valerian, V., & Battistotti, M. G. (2014). Satisfaction of Heritage Hotels' Patrons in Penang Island: A Research Note. *International Journal of Business and Society*, 15(2), 255-266. (Tier 3 SCOPUS indexed journal; Impact factor 0.159). <http://www.ijbs.unimas.my/repository/pdf/Vol15-no2-paper4.pdf>
- Wong, K. M., Musa, G., Wong, E. S. K. (2011). A Review of Philosophical Assumptions in Management Research. *African Journal of Business Management*, 5(29), 11546-11550. (ISI/SCOPUS indexed journal; Impact factor 1.105). <http://eprints.um.edu.my/10441/>
- Wong, K. M., & Musa, G. (2011). Branding satisfaction in the airline industry: A comparative study of Malaysia Airlines and Air Asia. *African Journal of Business Management*, 5(8), 3410-3423. <https://doi.org/10.5897/AJBM10.1073> (ISI/SCOPUS indexed journal; Impact factor 1.105).

Co-Authorship

- Wee, G. W. E., & Wong, B. K. M. (2025). From Classroom to Market: How Entrepreneurial Universities Drive Business Scalability in Emerging Economies. *International Journal of Entrepreneurial Behavior & Research*. Under Review.
- Kot, P., Błachnio, A., Przepiórka, A., et al., Wong, B.K.M., et al. (2025). Satisfaction of students with online education: The role of motivation, academic dishonesty and future anxiety in 28 countries. *British Journal of Educational Psychology*. Under Review.
- Ja'afar, D., Giang, C. S., Lim, B. C. Y., Wong, B. K. M., & Phan, J. A. K. (2025). Fitness Industry Flourish: Can Brand Image Shapes Customer Satisfaction and Loyalty among Female patrons in Malaysia? *International Journal of Service Management and Sustainability*. Under Revision.
- Cham, T.-H., Avezimbetovich, S. K., Andoko, A., Wong, B. K. M., Lau, E., Paramita, W., Yide, L., Ting, H., & Tan, K.-L. (2025). Is Artificial intelligence (AI) the game-changer for business? Exploring current insights, opportunities, and potential research agenda. *Asian Journal of Business Research*, 15(3), 166-172. <https://doi.org/10.14707/ajbr.250206> (SCOPUS indexed journal)
- Low, M. P., & Wong, B. K. M. (2025). Understanding Gig Work in Paving Towards Gig Economy Sustainability Insights from Platform based companies. *Malaysian Journal of Qualitative Research*, 11(1), 65-78. <https://doi.org/10.61211/mjqr110106> (MyCite indexed journal).
- Fan, X., Cham, T.-H., Wang, B., Wong, B. K. M., & Mirzaliev, S. (2025). Can Internet Celebrities' Short Videos Shape the Image of Rural Tourism Destinations? Empirical Insights from China. *Asian Journal of Business Research*. In-print. (SCOPUS indexed journal)

- Wee, G. W. E., & Wong, B. K. M. (2024). Sarawak Rainforest Excelsa Coffee: Re-incarnation of Liberica Coffee for International Market. *Asian Journal of Case Research*, 13(2), 1-11. (MyCite in 2026)
- Poh, J. C. L., Wong, B. K. M. & Ooi, C. L. (2024). Exploring the commercial adoption behavior of Software Licensing & Monetization (SLM) tool: A conceptual framework ideation. *Global Business and Management Research: An International Journal*, 16(4), 17-6-1730. (ERA indexed journal) <https://tinyurl.com/5aerz5br>
- Moghavvemi, S., Wong, B. K. M., & Hassani, A. (2022). Medical Tourism blogs: Patient intention to choose a medical destination or treatment. *Revista Turismo & Desenvolvimento (Journal of Tourism and Development)*, 39, 389-404. <https://doi.org/10.34624/rtd.v39i0.30378> (SCOPUS indexed journal)
- Sarker, M., Kasem, N., Wong, B. K. M., & Moghavvemi, S. (2021). Conceptualizing Essential Components Affecting Health Tourism Satisfaction in Asia: Does Context Matter? *Journal of Quality Assurance in Hospitality & Tourism*. <https://doi.org/10.1080/1528008X.2021.1955237> (ISI/SCOPUS indexed journal)
- Ormond, M., Wong, K. M., & Chan, C. K. (2014). Medical tourism in Malaysia: How can we better identify and manage its advantages and disadvantages? *Global Health Action*, 7, 1-4. <https://doi.org/10.3402/gha.v7.25201> (Tier 2 ISI indexed journal; Impact factor 1.896). <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4161948/>
- Musa, G., Doshi, D. R., Wong, K. M. & Thirumoorthy, T. (2012). How satisfied are inbound medical tourists in Malaysia? A study on private hospitals in Kuala Lumpur. *Journal of Travel and Tourism Marketing*, 29(7), 629-646 (Tier 2 ISI indexed journal; Impact factor 1.741). <https://doi.org/10.1080/10548408.2012.720150>

Referred Policy Briefs

- Wong, B. K. M., Jee, T. W., Pengiran Bagul, A. H. B., & Phang, G. I. (2024). *Accelerating Medical Tourism in East Malaysia Regions: Building Competitiveness through Strategic Policy Enhancement and IR4.0 Technologies Adoption* [Policy Brief]. Institut Masa Depan. <https://institutmasa.com/15-accelerating-medical-tourism-in-east-malaysia-regions-building-competitiveness-through-strategic-policy-enhancement-and-ir4-0-technologies-adoption/>

Referred Book Review Articles

First Authorship

- Wong, B. K. M., & Wee, G. W. E. (2025). *Geography of Tourism: Image, Impacts and Issues* (2nd Edition): edited by P. Mason, Goodfellow Publishers Limited, Oxford, 2023, vi + 282pp., £36.99 (eBook), ISBN: 978-1-915097-47-7. *Tourism Management*, 111, 105218. DOI: 10.23912/9781915097477-5560. (ISI indexed journal).
- Wong, B. K. M., & Ngui, L. L. H. (2024). *Leisure and wellbeing*: edited by L. Mansfield and N. Daykin, Routledge, 2023, xi + 168 pp., £135 (Hbk.), ISBN: 978-1-032-30413-7. *World Leisure Journal*, 1–3. <https://doi.org/10.1080/16078055.2024.2400969> (SCOPUS indexed journal).
- Wong, B. K. M., & Ngui, L. L. H. (2024). *Tourism, Heritage and Commodification of Non-Human Animals: A Posthumanist Reflection*: edited by A.L. Lopez, G.J.Q. Venegas and C. Kline, CABI International, 2023, xi + 198pp., £95 (Hbk.), ISBN: 978-1-800623-28-6. *International Journal of Tourism Policy*, 14(6), 639–641. <https://www.inderscience.com/info/inarticletoc.php?jcode=ijtp&year=2024&vol=14&issue=6> (SCOPUS indexed journal).
- Wong, B. K. M. (2022). Book review of Duignan, M.B. (Ed.). (2022). *Managing events, festivals and the visitor economy: concepts, collaborations and cases*. ISBN: 978-1-789242-84-3, Oxfordshire, UK: CABI. *International Journal of Tourism Policy*, 12(3), 354-356. (SCOPUS indexed journal). <https://www.inderscience.com/info/inarticletoc.php?jcode=ijtp&year=2022&vol=12&issue=3>

Wong, B. K. M. (2022). Book review of Lade, C., Strickland, P., Frew, E., Willard, P., Osorio, S.C., Nagpal, S. & Vitartas, P. (Eds.). (2020). *International Tourism Futures: The Drivers and Impacts of Change*. ISBN: 978-1-91163-522-2, Oxford, UK: Goodfellow Publishers Ltd. *European Journal of Tourism Research*, 30, 3023. <https://doi.org/10.54055/ejtr.v30i.2474> (SCOPUS & ESCI indexed journal). <https://ejtr.vumk.eu/index.php/about/article/view/2474/529>

Wong, B. K. M. & Ng, C. H. (2020). Book review of Yeoman, I. & McMahon-Beattie, U. (Eds.). (2020). *The Future Past of Tourism: Historical Perspectives and Future Evolutions*. ISBN: 978-1-84541-707-9, Bristol, UK: Channel View Publications. *Journal of Tourism Futures*, 6(2), 193-195. (SCOPUS & ESCI indexed journal). <https://doi.org/10.1108/JTF-06-2020-150>

Wong, B. K. M. & Tan, C. (2019). Book review of Sharpley, R. & Harrison, D. (Eds.). (2019). *A Research Agenda for Tourism and Development*. ISBN: 978-1-78811-240-6, Gloucestershire, UK: Elgar Research Agendas. *International Journal of Tourism Policy*, 9(4), 349-351. (SCOPUS indexed journal). <https://www.inderscience.com/info/inarticletoc.php?jcode=ijtp&year=2019&vol=9&issue=4>

Wong, B. K. M. (2019). Book review of Pike, S. (Ed.). (2018). *Tourism Marketing for Small Businesses*. ISBN: 978-1-911396-35-2, Oxford, UK: Goodfellow Publishers Ltd. *Tourism Management*, 74, 410. (ISI indexed journal; Impact factor 5.921). <https://doi.org/10.1016/j.tourman.2019.04.029>

Wong, B. K. M. & Renganathan, T. S. (2019). Book review of Przegalinska, A. (Ed.). (2019). *Wearable Technologies in Organizations: Privacy, Efficiency and Autonomy in Work*. ISBN: 978-3-030-00907-6, London, UK: Palgrave Pivot. *Journal of Information Technology and Tourism*, 21(2), 281-284. (SCOPUS indexed journal). <https://doi.org/10.1007/s40558-019-00147-0>

Wong, B. K. M. & Ng, C. H. (2019). Book review of Friedrich, G. (Ed.). (2019). *Managing Future Enterprise: Staying Ahead of the Curve with Symbiotic Value Networks*. ISBN: 978-3-030-03116-9, Cham, Switzerland: Springer International Publishing. *Journal of Tourism Futures*, 5(3), 301-302. (SCOPUS indexed journal). <https://doi.org/10.1108/JTF-09-2019-091>

Referred Proceedings / Conferences

First Authorship

Wong, B. K. M., Thirumoorthy, T. & Ng, C. Y. N. (2025). Industry Revolution 4.0 Technologies – Reshaping Future Medical Tourist Experience. 4th Global Conference on Entrepreneurship and Economy in an Era of Uncertainty, 27-29 November 2024, Danang, Vietnam. (Scopus indexed conference).

Wong, B. K. M. & Beh, A. L. (2023). Understanding Undergraduates Sense of Achievement: The Entrepreneurial Mindset Approach. 15th Asian Academy of Management International Conference 2023 (AAMC 2023), 7-9 December 2023, Penang, Malaysia.

Wong, BKM, Jee, TW, Pengiran Bagul, AHB, Phang, GI, & Zainal Abidin, NZ (2023). Medical Tourism and IR 4.0 Technologies: A Luxury Healthcare USP in Borneo? The Mystique of Luxury Brands Conference 2023, 9-10 November 2023, Ho Chi Minh City, Vietnam.

Wong, BKM, Adi Badiozaman, IF, Wasudawan, K, Voon, ML, Segar, AR, & Moses Jantan, WS (2023). Luxury Cultural Product Development in Dalat, Sarawak: An effort of “A New Dawn of an Exquisite Legacy” Project Intervention. The Mystique of Luxury Brands Conference 2023, 9-10 November 2023, Ho Chi Minh City, Vietnam.

Wong, K. M. & Chua, J. Y. (2021). Social Media Advertising: How Effective Are You on Gen Y and Gen Z Consumers in Malaysia? BLM2 - ICAM4: An International Joint E-Conference, 11 September 2021, Online conference.

Wong, B. K. M. (2020). Retirement tourism in Malaysia: A conceptual model of motivations, satisfaction, and post-satisfaction intentions. ICOT 2020, Online conference. <https://iatour.org/icot2020/wp-content/uploads/2020/09/ICOT2020-BOOK-OF-ABSTRACTS-FINAL-1.pdf>

Wong, K. M., Velasamy, P., & Tengku Arshad, T. N. (2014). Medical Tourism Destination SWOT Analysis: A Case Study of Malaysia, Thailand, Singapore and India. SHS Web of Conferences, 12, 01037. (ISI indexed - Conference Proceedings). https://www.shs-conferences.org/articles/shsconf/pdf/2014/09/shsconf_4ictr2014_01037.pdf

Wong, K. M., & Musa, G. (2013). Decision on International Second Home Destination: A Comparison between British and Japanese Retirees in Malaysia My Second Home (MM2H). In J., Mair (Ed.), The Proceedings of 1st World Conference on Hospitality, Tourism and Event Research and International Convention & Expo Summit (pp. 153-158). Bangkok: Siam University.

Wong, K. M., & Musa, G. (2012). Motivations of International Retirement Migration and Retirement Destination Choice - A Qualitative Study of Malaysia My Second Home. In N., Abranja, A. A., Alcantara, A. C., Pereira, A., Marques, D., Teixeira, F., Coelho, I., Carneiro, R. V., Ferreira (Eds.), Turismo, Formacao E Inovacao: Estudos e Experiencias (pp. 82-84). Mangualde: Edicoes Padago. http://www.edicoespedago.pt/loja/fotos/prod_955.PDF

Wong, K. M., & Musa, G. (2012, Sept.). Motivations of international retirement migration - A qualitative study of Malaysia My Second Home. Paper presented at the International Hospitality and Tourism Conference 2012, Kuala Lumpur, Malaysia. (ISI indexed conference).

Co-Authorship

Wee, G. W. E. & Wong, B. K. M. (2026). Enhancing Entrepreneurial Skills through TEGAS Accelerator: Aligning University Curricula with Sarawak's PCDS 2030 Economic Strategy. 5th Global Conference on Entrepreneurship and the Economy in an Era of Uncertainty 2025, 24-26 September 2025, Seoul, South Korea. (Scopus indexed conference).

Cham, M. L., Wong, B. K. M., & Phan, J. A. K. (2025). How emotional states influence online impulse buying behaviour differently during a pandemic? An empirical lesson from the COVID-19 condition. 4th Global Conference on Entrepreneurship and Economy in an Era of Uncertainty, 27-29 November 2024, Danang, Vietnam. (Scopus indexed conference).

Chen, G., Aw, E. C.-X., Wong, B. K. M., & Tan, G. W.-H. (2025). From Perception to Purchase How Consumer Desire for Luxury Drives Upcycled Fashion Desirability and Willingness to Pay. The Mystique of Luxury Brands Conference 2025, 21-24 July 2025, Macau, China.

Liang, Y., Cham, T.-H., & Wong, B. K. M. (2025). Redefining opulence: Sustainability as the catalyst for innovation and resilience in the post-pandemic luxury food and beverage industry. The Mystique of Luxury Brands Conference 2025, 21-24 July 2025, Macau, China.

Wang, Y., Moghavvemi, S. & Wong, B. K. M. (2024). Evolving Concerns and Tourism Industry Trends: A Case Study of 42 Years of Research in the Tourism Management Journal. 11th International IACuDiT Conference 2024, 3-5 September 2024, Naxos Island, Greece. (Scopus indexed conference).

Poh, J. C. L., Wong, B. K. M. & Ooi, C. L. (2023). Exploring the commercial adoption behavior of Software Licensing & Monetization (SLM) tool: A conceptual framework ideation. 15th Asian Academy of Management International Conference 2023 (AAMC 2023), 7-9 December 2023, Penang, Malaysia.

Non-Referred Conferences

First Authorship

Wong, B. K. M. (2021, Nov.). Health Tourism: IR4.0 Technologies Adoption in Health Tourism. Paper presented at 2021 UOWGE Global Collaborate Conference, Online.

Wong, K. M., Tjhia, L., & Ng, C. Y. N. (2012, Nov.). Corporate cultures on organisational commitment among hoteliers: A comparison study between luxury and budget hotel. Paper presented at 4th Asia-Euro Conference 2012 in Tourism, Hospitality, & Gastronomy, Subang Jaya, Malaysia.

Wong, K. M., & Musa, G. (2012, Oct.). Interpreting International Retirement Migration Motivations through Travel Career Ladder: An exploratory study of "Malaysia My Second Home". Paper presented at the Taylor's University 3rd Faculty Seminar, Kuala Lumpur, Malaysia.

Wong, K. M., & Musa, G. (2012, Sept.). Interpreting International Retirement Migration Motivations through Travel Career Ladder: An exploratory study of "Malaysia My Second Home". Paper presented at the University of Malaya 1st Tourism Services Research Group Seminar, Kuala Lumpur, Malaysia.

Wong, K. M., & Musa, G. (2012, Feb.). Medical Tourism in Asia: Thailand, Singapore, Malaysia, and India. Paper presented at the Transnational mobility and health systems in transition Kuala Lumpur, Kuala Lumpur, Malaysia. <http://medicalmobilities.blogspot.com/2012/01/cfp-transnational-mobility-and-health.html>

Wong, K. M., & Musa, G. (2007, July). Branding Satisfaction in the Airline Industry: A Case Study of Malaysia Airlines and Air Asia. Proceedings of the 2nd International Conference on Tourism and Hospitality, Putrajaya, Malaysia, 30th July -1st August 2007.

Co-Authorship

Thirumoorthy, T., Musa, G., Ormond, M., Wong, K. M., Mohamed Isa, C. R., Kanapathy, K., Moghavvemi, S., Mustapha, M. Z. & John, J. (2015, Aug.). Exploring the mobility of inbound medical tourists in India: Perspective of hospital marketing managers in Chennai and Delhi. Paper presented at the International Medical Travel and the Politics of Transnational Mobility in Asia, National University of Singapore, Singapore. <https://ari.nus.edu.sg/wp-content/uploads/2018/11/Program-Abstracts9.pdf>

Musa, G., Doshi, D. R., Wong, K. M. & Thirumoorthy, T. (2012, Feb.). Travel Motivation and Satisfaction of Health Tourists in Kuala Lumpur. Paper presented at the Transnational mobility and health systems in transition, Kuala Lumpur, Malaysia. <http://medicalmobilities.blogspot.com/2012/01/cfp-transnational-mobility-and-health.html>

Chapters, Cases, Readings, Supplements

First Authorship

Wong, B. K. M. (2025, Sept. 12). The essentials for Sarawak SMEs. *New Sarawak Tribune*. Available at <https://www.sarawaktribune.com/the-essentials-for-sarawak-smes/>.

Wong, B. K. M., Vengusamy, S. & Lim, T. Y. (2025). Smart healthcare: Setting the new norm moving forward, Chapter 2. In: P.O., De-Pablos & M.D., Lytras (Eds.), *Digital Tools and Data for Innovative Healthcare: A Vision for Healthier and More Inclusive Societies*. Elsevier, pp. 27-54. Scopus-indexed.

Wong, B. K. M., Tan, C. I. & Tatyana, B. (2025). Games and gamification in smart healthcare development, Chapter 6. In: P.O., De-Pablos & M.D., Lytras (Eds.), *Digital Tools and Data for Innovative Healthcare: A Vision for Healthier and More Inclusive Societies*. Elsevier, pp. 123-140. Scopus-indexed.

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Co-Authorship

- Tan, C. I., Wong, B. K. M. & Campbell, A. (2025). Enhancing Digital Healthcare through Gamification: Cyber Psychology Advancements in the Asia Pacific. Chapter 5. In: P.O., De-Pablos, M.N., Almunawar, M., Anshari (Eds.), *Digital Healthcare, Digital Transformation and Citizen Empowerment in Asia-Pacific and Europe for a Healthier Society*. Elsevier, pp. 99-119. Scopus-indexed. <https://doi.org/10.1016/B978-0-443-30168-1.00007-4>.
- Chong, K. M., Cham, T.-H., Lau, E., Wong, B. K. M., Syed Annur S. N. (2023). Log out or Stay Connected? Unveiling the Intention for Continuous Use in the Metaverse, Chapter 1. In: Al-Sharafi, M.A., Al-Emran, M., Tan, G.WH., Ooi, KB. (eds) *Current and Future Trends on Intelligent Technology Adoption* (pp. 1-22). *Studies in Computational Intelligence*, Vol 1128. Springer, Cham. https://doi.org/10.1007/978-3-031-48397-4_1. Scopus-indexed.
- Ng, C. Y. N. & Wong, B. K. M. (2020). Relationship marketing, Chapter 25. In: S. K., Dixit (Ed.), *The Routledge Handbook of Tourism Experience Management and Marketing*. Milton Park: Routledge. <https://doi.org/10.4324/9780429203916-25> (<https://www.routledge.com/The-Routledge-Handbook-of-Tourism-Experience-Management-and-Marketing/Dixit/p/book/9780367196783>)

Mogavvemi, S. & Wong, B. K. M. (2019). Marketing decision and customer reviews in Gastronomic Tourism, Chapter 35. In: S. K., Dixit (Ed.), The Routledge Handbook of Gastronomic Tourism. Milton Park: Routledge. <https://doi.org/10.4324/9781315147628-36> (<https://www.routledge.com/The-Routledge-Handbook-of-Gastronomic-Tourism-1st-Edition/Dixit/p/book/9781138551558>)

Ng, C. Y. N., Wong, B. K. M., & Ma, E. (2017). Antecedents of Consumer Loyalty, Chapter 25. In: S. K., Dixit (Ed.), The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism. Milton Park: Routledge. <https://www.routledge.com/The-Routledge-Handbook-of-Consumer-Behaviour-in-Hospitality-and-Tourism/Dixit/p/book/9781138961678>

Thirumoorthy, T., & Wong, K. M. (2015). Tourism, Chapter 24. In: A., Idris, S., Moghavvemi & G., Musa (Eds.), Selected Theories in Social Science Research. Kuala Lumpur: UM Press.

Thirumoorthy, T., Wong, K. M., & Musa, G. (2013). SCUBA Diving Satisfaction, Chapter 9. In: Musa G. & Dimmock K. (Eds.), SCUBA Diving Tourism: Contemporary Geographies of Leisure, Tourism and Mobility (pp. 152-158). London and New York: Routledge.

Grants

September 2025 – August 2028 / Brian Wong Kee Mun, Ivon Lim Tze Yin / The impact of Ethical AI Practices on Influencer Authenticity and Brand Reputation / RM 71,400 / Principal Investigator / Swinburne University of Technology

October 2025 – October 2026 / Brian Wong Kee Mun, Cham Tat-Huei / Study of Health Tourists from Kalimantan, Indonesia Seeking Healthcare in Kuching, Sarawak, Malaysia / RM 21,000 / Principal Investigator / Swinburne University of Technology, Universitas Tanjungpura, UCSI University

December 2023 - December 2024 / Gabriel Wee Wei En, Brian Wong Kee Mun / Enhancing Entrepreneurial Skills through TEGAS Accelerator: Aligning University Curricula with Sarawak's PCDS 2030 Economic Strategy / RM 5,000 / Co-Investigator / Swinburne University of Technology

October 2023-April 2025 / Thinaranjeney Thirumoorthi, Azni Zarina Taha, Mozard Mohtar, Brian Wong Kee Mun, Markson Chin Wee Chien / Exploring the corruption risk areas within the tourism industry in Malaysia from the perspectives of the stakeholders / RM 48,000 / Co-Investigator / Suruhanjaya Pencegahan Rasuah Malaysia (SPRM).

April 2023-January 2024 / Brian Wong Kee Mun, Jee Teck Weng, Awangku Hassanah Bahar Bin Pengiran Bagul, Phang Ing / Accelerating the business potentials of medical tourism in East Malaysia regions through IR4.0 Technologies / RM 10,000 / Principal Investigator / MASA POLICY DEVELOPMENT PROGRAMME GRANT 2.0.

January 2023-December 2024 / Saravanan Raman, Brian Wong Kee Mun, Norazah Mohd Suki, Lee Heng Wei, Loo Teck Khun / Developing a new service trade-offs framework for the healthcare services to determine operational compromises / RM 79,200 / Co-Investigator / Ministry of Higher Education Malaysia.

January 2023-December 2024 / Ng Hee Song, Brian Wong Kee Mun, Daisy Kee Mui Hung, Azura Abdullah Effendi, Chiang Tit Yean / Development of a Firm Innovativeness Model Through AI-driven Automation and Globalisation for Malaysia / RM 84,610 / Co-Investigator / Ministry of Higher Education Malaysia.

January 2020-December 2021 / Brian Wong Kee Mun, Christy Ng Yen Nee, Thinaranjeney Thirumoorthi / Readiness in Adopting IR 4.0 Technologies among Healthcare Providers and its Relation to Health Tourism Promotion in Malaysia / RM 25,000 / Principal Investigator / UOW Malaysia KDU.

January – June 2018 / Brian Wong Kee Mun, Tan Consilz, Ng Chin Hooi, Rupah Devi / Parents' Perception on Public, Private and International Schools / RM 65,000 / Principal Investigator / Real Education.

2013 – 2015 / Che RuhanaMohamed Isa, Ghazali Musa, Sedigheh Moghavvemi, Thinaranjeney Thirumoorthia, Mohd Zulkhairi Bin Mustaphaa, Kanagi A./P. Kanapathya, Jacob John Chiremel Chandya, Brian Wong Kee Mun / Factors Influencing Sustainable Performance in the Health Tourism Industry: A Comparative Study of Malaysia, Singapore and Thailand / RM 210,000 / Co-investigator / University of Malaya.

2012 – 2015 / Ghazali Musa, Brian Wong Kee Mun / MM2H Motivations, Satisfaction, and Post-satisfaction Study with MM2H Centre / RM 35,000 / Co-investigator / University of Malaya.

Academic Editorial Board / Scientific Committee Member Appointments

Tourism Analysis (SCOPUS, SSCI)

<<https://cognizantcommunication.com/publication/tourism-analysis-an-interdisciplinary-tourism-hospitality-journal/#tab-id-2>>

Journal of Tourism Futures (SCOPUS, ESCI)

<http://www.emeraldgrouppublishing.com/services/publishing/jtf/editorial_team.htm>

World Leisure Journal (SCOPUS)

<<https://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=rwle20>>

International Journal of Spa and Wellness (SCOPUS)

<<https://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=rspa20>>

Journal of Tourism and Development (SCOPUS)

<https://proa.ua.pt/index.php/rtd/scientific_board>

Social Sciences & Humanities Open (SCOPUS)

<<https://www.sciencedirect.com/journal/social-sciences-and-humanities-open/about/editorial-board>>

7th Global Conference on Computing and Media Technology (GCMT 2023)

<<https://gcmt.apu.edu.my/committee/>>

6th Global Healthcare Travel Forum 2024

<<https://globalhtforum2024.org/scientific-committee-members/>>

Global Conference on Business, Hospitality and Tourism Research

<<http://glosearch.org/chair-scientific-committee/>>

2nd International Conference on Media and Communication.

<<https://icmc.swin.edu.vn/2025>>

Professional Memberships & Appointments

Chartered Institute of Marketing - Fellow

Institute of Marketing Malaysia – Ordinary

Asian Academy of Management – Ordinary

Malaysian Association of Research Managers and Administrators – Ordinary

National Skills Development Council (under the Ministry of HR) – Council Member (Federal Level)

HRD Corporation – Thought Leader (Federal Level)

Sarawak Chamber of Commerce & Industry – Innovation Committee Lead (State Level)

SAMUDAH (Pasukan Petugas Khas Pemudahcara Perniagaan Peringkat Negeri Sarawak) – Innovation Lead (State Level)

Reviewer Assignments

Tourism Management (SSCI)
Tourism Management Perspective (SSCI)
Tourism Review (SSCI)
Asia Pacific Journal of Marketing and Logistics (SSCI)
Asia Pacific Journal of Tourism Research (SSCI)
Current Issues in Tourism (SSCI)
Journal of Travel and Tourism Marketing (SSCI)
Journal of Hospitality and Tourism Management (SSCI)
Asian Business & Management (SSCI)
Asia-Pacific Psychiatry (SSCI)
Global Public Health (SSCI)
International Journal of Hospitality Management (SSCI)
Journal of Qualitative Studies in Health & Well-being (SSCI)
Journal of Vacation Marketing (SSCI)
Journal of Infrastructure, Policy and Development (SSCI)
Heliyon (SSCI)
Evaluation Review (SSCI)
Online Information Review (SSCI)
International Journal of Tourism Research (SSCI)
Telematics and Informatics (SSCI)
Leisure Studies (SSCI)
Technological Forecasting & Social Change (SSCI)
Humanities and Social Sciences Communications (SSCI)
International Journal of Housing Markets and Analysis (SCOPUS)
Journal of Global Marketing (SCOPUS)
Social Sciences & Humanities Open (SCOPUS)
Asian Journal of Business and Accountancy (SCOPUS, ESCI)
Journal of Tourism Futures (SCOPUS, ESCI)
Journal of Policy Research in Tourism, Leisure and Events (SCOPUS, ESCI)
Kajian Malaysia (SCOPUS, ESCI)
Asian Academy of Management Journal (SCOPUS, ESCI)
Anatolia (SCOPUS, ESCI)
Ageing International (SCOPUS, ESCI)
Asia-Pacific Journal of Business Administration (SCOPUS, ESCI)
World Leisure Journal (SCOPUS, ESCI)
Journal of Financial Services Marketing (SCOPUS, ESCI)
Journal of Hospitality and Tourism Insights (SCOPUS, ESCI)
Journal of Computer Information Systems (SCOPUS, SCIE)
Informatics for Health and Social Care (SCOPUS, SCIE)
International Journal of Gastronomy and Food Science (SCOPUS, SCIE)
Open Research Europe (SCOPUS)
International Journal of Tourism Policy (SCOPUS)
Asian Journal of Business Research (SCOPUS)
Journal of Green Engineering (SCOPUS)
Journal of Tourism and Development (SCOPUS)
TEAM Journal of Hospitality & Tourism
Amity Journal of Marketing

Academic Programme Reviewer Appointments

Committee member in University of Malaya's MBA programme

Postgraduate External Examiner Assignments

Wang HuiJun (2025). Challenges and Opportunities in the Informatization of Ningxia's Solar Energy Industry: The Role of Institutional Factors. PhD thesis. Taylor's University.

Liang Yu (2025). A Study of Hotel Customers' Loyalty to Hotel Brand and The Moderating Effect of Swift Guanxi, Mediating Effects of Perceived Value and Trust. PhD thesis. UCSI University.

Wu MeiJuan (2025). The Impact of Human-Robot Interaction and Robotic Service Quality on Perceived Value, Satisfaction and Loyalty. PhD thesis. UCSI University.

Hoa Nguyen (2024). A Roadmap to Translate Innovative Work Behaviour into Firm Performance: The Case of Vietnamese ICT SMEs. PhD thesis. RMIT University Vietnam.

Mohamed Musallam Khasib Al Rawahi (2024). Switching Intention from Traditional Payment to Mobile Payment in Oman. DBA thesis. UCSI University.

Zhang YanYan (2024). The Antecedents Affecting Chinese Urban Consumers' Intention to Purchase Green Products. PhD thesis. UCSI University.

Wang Bo (2024). Discover the Unseen! Investigating the Impact of Social Media Influencers on the Creation of Sustainable Customer Relationship Quality. DBA thesis. UCSI University.

Phan Yng Yih (2024). The Relationship Between Calling and Job Crafting in Creating Meaningful Work and its Impact on Presenteeism and Burnout among the Malaysia Public Sector Employees. DBA thesis. UCSI University.

Lianto (2024). Unveiling the Influence of Technical, Interpersonal and Marketing Aspects on Live Streaming Shopping in Indonesia: The Mediation Role of Swift Guanxi and Trust. DBA thesis. UCSI University.

Liu JinYang (2024). Chinese Millennials: Exploring The Effects of Social Media and Online Social Capital on Green Buying Behaviour. PhD thesis. TAR University of Management and Technology.

Yee Lee Ha (2023). Consumers' Purchase Intention of Private Label Grocery Products in Klang Valley, Malaysia. MBA thesis. Xiamen University Malaysia.

Seong Shik Kim (2022). Social media and tourism: The influence of user-generated content's related elements on travelers' perceived destination. PhD thesis. Monash University Malaysia.

Muzambli Markam (2021). Consumers' behaviour in Malaysia during the movement control order (MCO). MBA thesis. Xiamen University Malaysia.

Varuna Luximon (2018). Understanding the cognitive process of travel risk reducing behavior of tourists: A validation of the Protection Motivation Theory in the tourism context. PhD thesis. Monash University Malaysia.

Other Presentation Experiences / Talks Given / Trainings / Public Appearances

2024

14 August – Plenary Speaker in the Madayaw Research Conference 2024 at San Pedro College, Davao City, Philippines.

4 June – Guest lecture on Entrepreneurial Mindset at the Faculty of Economics and Business, Udayana University, Bali, Indonesia.

2 Jan – Guest lecture for CQC7044 International Business Management at the Faculty of Business, Design and Arts, Swinburne University of Technology Sarawak Campus. The topic presented: Strategy & Organisation of International Business

2023

15 Sept – Panel speaker in the CALM Fireside Leadership Talk.

18 July – Interviewed by MixFM radio station on “Tioman Project.” Available at <https://www.instagram.com/reel/Cu6q5rNsH9y/?igshid=MTc4MmM1Yml2Ng%3D%3D>

12 July – Moderator at the MYStartups Nxt’s Sarawak. The topic led: ESG-Driven Sustainable Infrastructure for the Future

5 July – Guest speaker at UCSI Graduate Business School, UCSI University. The topic presented: Publications from a Reviewer’s Perspective

15 June – Guest lecture for MKT60010 Marketing Management at the Faculty of Business, Design and Arts, Swinburne University of Technology Sarawak Campus. The topic presented: Product Strategy: My Lafarge Experience

13 June – Guest lecture for BY20303 Tourism Intermediaries at the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. The topic presented: Second Home Retirement Tourism

24 May – Guest speaker at the Sarawak Chamber Of Commerce & Industry (SCCI) Networking Session. The topic presented: Business Model Innovation: Either You Are IN Or You Are OUT

6-7 May – Trainer at the Sarawak Digital Enabler Training Program, organized by SECA. The topic presented: Business Ideation and Proposal Development

2021

29 August – Keynote speaker at the Global Forum on Business Case Study, hosted by I-CEE Center, International Business School (IBS) of Beijing Foreign Studies University (BFSU). The topic presented: 3M Concepts for SME Survivals

2020

3 December – Speaker at the International Business Research Conference on the topic: Addressing Challenges in Research under the New Normal

23 October – Speaker at the Scholar Talk, organized by Linkwith Research and Training Centre

17 August – Interviewed by BFM radio station on “THE 3M SME SURVIVAL KIT.” Available at <https://www.bfm.my/podcast/enterprise/raise-your-game/ent-ryg-3m-sme-survival-kit>

2019

3 July – Moderator at the KDU Townhall session on the topic: IR 4.0 and the Survival in the Wild upon students graduation

14 February - Speaker at the Universitas Bandar Lampung International Conference on the topic: Improving Awareness on the Importance of Digital Business Strategy.

2018

26 November – Interviewed by BFM radio station on “Humanistic Entrepreneurialism – Perhaps the formula to have recession-proof employees.” Available at <https://www.bfm.my/ent-ryg-humanistic-entrepreneurialism>

5 November – Interviewed by Sin Chew Daily on “Humanistic Entrepreneurialism.” Available at <http://sinchewedu.com/node/1118/kdu%E5%A2%9E%E8%AE%BE%E6%96%B0%E4%B8%BB%E4%BF%A%E%E8%AF%BE%E5%A0%82%E4%B8%8A%E4%B9%9F%E5%8F%AF%E5%AD%A6%E5%88%9B%E4%B8%9A%E7%B2%BE%E7%A5%9E>

14 May – Featured in China Press on “KDU UC trains high-value graduates.” Available at <http://www.chinapress.com.my/20180514/%E9%99%A2%E6%A0%A1%E5%8B%95%E6%85%8B%E2%80%A7%E7%A8%85%E5%8B%99%E7%B2%BE%E8%8B%B1%E5%A4%A7%E6%94%BE%E7%95%B0%E5%BD%A9/?variant=zh-hant>

8 March – Featured in The Star on “How interest rates affect education.”

12 February – Featured in China Press on “Raising interest rates in affecting students’ progression plans.” Available at <http://www.chinapress.com.my/20180212/%E9%99%A2%E6%A0%A1%E5%8B%95%E6%85%8B%E2%80%A7%E7%8E%8B%E7%90%AA%E6%96%87%E5%8D%9A%E5%A3%AB%E9%BB%9E%E8%A9%95%E5%8D%87%E6%81%AF%E6%88%96%E5%BD%B1%E9%9F%BF%E5%AD%B8%E7%94%9F%E5%8D%87%E5%AD%B8%E8%A8%88/?variant=zh-hans>

6 February – Featured in Nanyang Siang Pau on “Adjust financial management to deal with interest rates rise. Investment education should be the first place.” Available at <http://www.enanyang.my/news/20180206/%E7%8E%8B%E7%90%AA%E6%96%87%E8%B0%83%E6%95%B4%E7%90%86%E8%B4%A2%E5%BA%94%E5%AF%B9%E5%8D%87%E6%81%AF%E6%8A%95%E8%B5%84%E6%95%99%E8%82%B2%E5%BA%94%E6%94%BE%E9%A6%96%E4%BD%8D/>

19 January – Speaker at the OCBC Learning Work on the topic: Nurturing a Healthy and Happy Work Life Environment

2016-2018

Involved in several of Leaderonomics’ Business Simulations as a strategy trainer for large organizations, including Malaysia Airlines, Mercedes-Benz, Prudential, Axiata, UEM, and TNB.

Provided corporate training on business pitching to the Top 30 AmBank Biz Race finalists.

Provided strategy and market development training to regional distributors of multi-national companies (e.g. Panasonic, Kardex) in Malaysia.

Speaker on Critical Thinking in the Student Engagement Colloquium
Guest Speaker at UM’s MBA programme

Trainer on New Age Entrepreneurialism to KDU staffs. Also a product and marketing trainer during my attachment with Panasonic, Lafarge and Malaysia Healthcare Travel Council. The training programmes involve technical aspects and change management elements.

2014

July, August, October - Speaker at the Malaysia Healthcare Travel Council (MHTC)’s Health Facilitators’ Workshop

May – Speaker at the School of Public Health Universiti Airlangga Surabaya, Indonesia visit to the Ministry of Health Malaysia

May, Aug, Sept - Speaker at the Malaysia Healthcare Travel Council (MHTC)’s Health Facilitators’ Workshop.

Apr – Speaker at the Taiwan Medical Association visit to the Ministry of Health Malaysia
2013

October - Speaker at the University of Malaya Researchers and Stakeholders' Seminar on Current Issues in Medical Tourism : Medical Tourism – Potentials and Challenges in Malaysia

October - Speaker at the Affin Investment Bank's Corporate Luncheon: Medical Tourism – Potentials and Challenges

July, September, November - Speaker at the Malaysia Healthcare Travel Council (MHTC)'s Health Facilitators' Workshop.

July – Speaker of the Faculty of Business and Accountancy, University of Malaya's Experience Sharing Session: Publications in Tier 1 & Tier 2 journals

2012

August - MM2H Motivations, Satisfaction, and Post-satisfaction Study with Ministry of Tourism Malaysia.

July - Presentation of first phase (Qualitative) study to the Deputy Secretary-General and Directors of MM2H Unit, President of MM2H Agents' Association, and President of Japanese MM2H Homers.

Service to the Community

2019

KDU Bubur Lambok Project 2019 (Food charity work)

2018

Food and shoe distribution at the PERTIWI Soup Kitchen set at Pusat Transit Gelandangan DBKL

E-waste collection campaign at KDU University College, Paramount Property Kota Kemuning, and Paramount HQ

KDU Tabung Harapan donation collection

Daily use items collection for old folks home

Current Engagement with the Industry

SPINE / Industry Module Adoption programme – Longi, Digi, Habada, Budding Bean, Xavier Mah Consultancy, Reckitt Benckiser, qBayar, Leo Burnett, Nissan, IBC Tours, Artemis Space

Job Shadowing programme – eziPod, Sling App, Intrack, Bulky, My Weekend Plan, T&N Furniture, Pantang Plus, Kravve, Grub Cycle, GoLog, Mama Wosh, AIO Synergy Solutions, Roomz, Uber Tickets, MEM-Watches, MyTukar, Out of the Box, Khor & Co, Zachary Haris Ong & Associates, TopNotch, Cload, Purpose Built, Co-Labs

Entrepreneurship and Training programme – SAY (Selangor Youth Community), Leaderonomics, Tenaga Nasional Berhad, UEM, Axiata, Malaysia Airlines, AmBank, Mercedes Benz, Prudential

Awards Won / Scholarships Obtained

2025 : National Outstanding Educator Award (University Category) at the 11th Private Education Excellence

Award 2025

Gold Award for Digital Service & Administrative Award at the UNIMAS Digital Technology Nexus 2025

Gold Award in Category A Professional, Academics from Universities, Colleges and Polytechnics at the UiTM International Teaching Aid Competition (ITAC) 2025

Best Paper Award at the International Conference on Applied Business and Entrepreneurship 2025

2023 : Vice Chancellor Award (Failing Forward) – Swinburne University of Technology

Best Paper Award at the 15th Asian Academy of Management International Conference 2023

2021 : Employee of the Year 2021 – UOW Malaysia KDU

Collaboration Award (Individual) 2021 – UOW Malaysia KDU

Collaboration Award (Group) 2021 – UOW Malaysia KDU

Research People's Choice Award - UOWGE Global Collaborate Conference 2021

Best Presentation Bronze Medal Award - BLM2 - ICAM4: An International Joint E-Conference

2011 – 2013 : University of Malaya's Bright Sparks Scholar

2010 : University of Malaya's Fellowship

2009 : Panasonic President Award for double digit sales growth in Oceania region

2008 : Panasonic President Award for double digit sales growth in Asia region

2007 : 2007 Best MBA Student (University of Malaya) Award

1994 : Lee Meng Hin Award (St Michael's Institution) for excellent academic result in Form 6

Skills

Advanced

Microsoft Office, SPSS – Data Analysis Software, Presentation / Public Speaking, Negotiation, Analytical

Intermediate

AMOS, PLS – Data Analysis Software, NVivo – Data Analysis Software, Networking

Professional Highlights

- More than 25 years of local and regional experience in a multi-industry setting.
- Being the Acting Future Students Director for only 8 months, I managed to drive the team to achieve a historical new student enrollment number of 1,465 for the University since its inception in year 2000.
- Increased the new student enrolment numbers in the Faculty of Business, Design and Arts by 187% in 2023 compared to a year before, in just 9 months of being the Dean.
- Building industry collaborations and projects into the delivery of units in the Faculty (SPINE programs).
- Initiated and developed new OneSwinburne products (e.g. Asia Pacific MBA, SwinTalk, SwinBootCamp, Capstone Projects, etc.) that link different faculties or different campuses together, forming new products to expand the revenue streams of the University in the first 3 months of employment.
- Started a dedicated expert column in New Sarawak Tribune with the Associate Dean (R&D).
- Successfully developed new industry-driven curriculums and an Entrepreneurship Eco-system programme at UOWM KDU University College and market it to other higher education institutions in less than a year time.
- Enhanced UOWM KDU School of Business revenue streams by introducing new business portfolio (i.e. Corporate training, Industry research).
- Increased the new student enrolment numbers by 124% in 2018 compared to a year before at UOW.
- Made UOWM KDU School of Business, the first and only full-fledged CIMA-Accredited Business School in Malaysia.
- Conceptualised and developed high level marketing plan for Biosecret's newly startup aesthetic spa brand, "DEWS", and launched two of its Signature Boutiques in just 6 months period.
- Played a key role in enhancing YCL Precision Engineering's sales volume by 29% in 2016 Q4 and 26.5% in 2017 H1 compared to the same period last year, respectively.
- Repositioned YCL Precision branding and obtained the Top 10 Achiever of the SME 100 Award in 2016.
- Developed the first full fledge marketing plan for Putra Business School (PBS) and performed integrated marketing, communication, and PR strategies to reposition the brand through the 'Human Governance'.
- Doubled the social media engagement for PBS through aggressive and consistent campaigns, while effectively engaged with media partners (BERNAMA, The Edge, BFM, etc.) and industry players.
- Played a key role in Lafarge's business transformation from a material supplier to a solution provider.
- Spearheaded and launched Lafarge Malaysia's first 'Road Segment' conference, catalogue, tablet application, road binder for road works, and new sales support materials (i.e. 3D display models, prototype roads, etc.).
- Being the face of Malaysia Healthcare Travel Council (MHTC) and/or Ministry of Health Malaysia in presenting Malaysia Medical Tourism to overseas governmental visitors, local and foreign universities, local and overseas healthcare providers and travel agents.
- Led several key research projects and produced more than 10 market intelligence reports at MHTC. Outputs are mainly for national marketing strategy and national blueprint formulation for medical tourism industry.
- Increased MHTC's online visibility by double the viewership through a new concept design, SEO optimisation, extension of referral sites, and use of mobile application.
- Spearheaded revenue generating ideas for MHTC through healthcare facilitator workshops and certification programme with a national tourism organisation.
- Managed Electrical Paradise (EP)'s overseas subsidiaries in Vietnam and Cambodia, with a total of 70 staffs and a sales volume of US\$ 30-40 million.
- Increased EP's sales by 130% in 2010 and restructured its Cambodian distributor's debt from US\$ 1 million to US\$ 200,000 in just 6 months' time.
- Managed 17 countries in South East Asia, Sub-Indian Continents, Oceania, and North America, with a total sales value of above US\$ 100 million at Panasonic Air-Conditioner and Home Appliances division.
- Won 2 Panasonic President Awards consecutively for Sales Improvement in Asia & Oceania in 2008 and 2009.
- Maintained No. 1 brand position for Panasonic Air-Conditioner in major South East Asian markets and achieved sustainable sales growth of 5-30% annually.
- Opened up new B2B and B2C distribution channels and made a nett profit of over US\$ 1 million for Panasonic Air-Conditioner business in North American markets within the first year.
- Assisted Panasonic sales companies in North America to achieve their highest Air-Conditioner sales in their history.

About Me

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