

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>)			
Nama Penuh (<i>Full Name</i>)	Sridar Ramachandran		Gelaran (<i>Title</i>): <i>Dr</i>
No. MyKad / No. Pasport (<i>Mykad No. / Passport No.</i>) 730702075125	Warganegara (<i>Citizenship</i>) Malaysia	Bangsa (<i>Race</i>) India	Jantina (<i>Gender</i>) lelaki
Jawatan (<i>Designation</i>)	Profesor Madya	Tarikh Lahir (<i>Date of Birth</i>)	02 Julai 1973

Alamat Semasa (<i>Current Address</i>)	Jabatan/Fakulti (<i>Department/Faculty</i>)	E-mel dan URL (<i>E-mail Address and URL</i>)
Laboratori Dasar Biosumber dan Alam Sekitar Institut Kajian Dasar Pertanian dan Makanan Universiti Putra Malaysia 43400 Serdang Selangor Tel: 89471067	Jabatan Pengurusan dan Pemasaran Fakulti Ekonomi dan Pengurusan Universiti Putra Malaysia 43400 Serdang Selangor Tel:894676369 Fax:89486188	E-mail: sridarupm@gmail.com URL: H/P:0163208498

B. KELAYAKAN AKADEMIK (<i>Academic Qualification</i>)			
Nama Sijil / Kelayakan (<i>Certificate / Qualification obtained</i>)	Nama Sekolah Institusi (<i>Name of School / Institution</i>)	Tahun (<i>Year obtained</i>)	Bidang pengkhususan (<i>Area of Specialization</i>)
Ph.D.	Strathclyde University	2004	Marketing and Tourism
MBA	UPM	2000	Marketing
Bachelor Of Forestry Science	UPM	1997	Parks and Recreation Management

C. KEMAHIRAN BAHASA (<i>Language Proficiency</i>)					
Bahasa / <i>Language</i>	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English					<input checked="" type="checkbox"/>
Bahasa Melayu				<input checked="" type="checkbox"/>	
Tamil			<input checked="" type="checkbox"/>		

D. PENGALAMAN SAINTIFIK DAN PENGGHUSAN (<i>Scientific experience and Specialisation</i>)				
<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
IKDPM, UPM	Principal Investigator	2008	2010	Sustainable Tourism
Centre of Excellence for Research in Tourism and Services,,FEP, UPM	Principal Investigator	2006	2008	Sustainable Tourism

E. PEKERJAAN (<i>Employment</i>)				
<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
Universiti Putra Malaysia.	<u>Senior Lecturer</u>	Hospitaliti dan Rekreasi	01 Januari 2008	ongoing
Universiti Putra Malaysia.	<u>Lecturer</u>	Hospitaliti dan Rekreasi	08 Nov 2004	31 Dis 2007

F. ANUGERAH DAN HADIAH (<i>Honours and Awards</i>)				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
Academic Awards	Please refer Appendix 1			
Non-Academic Awards				
Awards of Merit				

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (<i>List of publications – author (s), title, journal, volume, page and year published</i>)	
<i>Journal</i>	Please refer Appendix 2
<i>Books/Monographs</i>	
<i>Chapter in book</i>	
<i>Proceedings</i>	
<i>Other publications</i>	
<i>Computer software</i>	

H. PROJEK PENYELIDIKAN TERDAHULU (<i>Past Research Project</i>)					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
91423	Farmers Perception on Agrotourism	Project leader	2008-2010	RUGS	Completed
5523203	Tourism Lifecycle Model	Project leader	200-2008	FRGS	Completed
5315809	Responsible Tourism Indicators for Taman Negara, Pahang	Project leader	2005-2006	SHORT-TERM	Completed

Appendix 1- Awards

RESEARCH EXHIBITION

Silver Medal

Chua, Bee Lia; Othman, Mohhidin; Boo, Huey Chern; Abkarim, M. Shahrin; Ramachandran, Sridar (2010). Servicescape Failure and Recovery Strategy in the Food Service Industry: How to Satisfy the Angry Customers? PRPI, UPM 20-22 July 2010.

Ramachandran, S.(2008). Tourism Symbols as destination Image. PRPI, UPM 29-31 July 2008.

Ramachandran, S., Norlida-Hanim, M. S., Shuib, A., Siong-Hook, L. and Zaleha, M.N.(2008).An ARDL Model of Tourism Demand for Malaysia. PRPI, UPM 29-31 July 2008.

Bronze Medal

Ramachandran, S., Shuib, A., and Mohd Rusli, Y. (2007). Ecotourism as a Tool for Poverty Alleviation. PRPI, UPM 27-29 November 2007.

Ramachandran, S., Syamsul, H., Shuib, A., and Nik Azyyati, A.K. (2007). Ecotourist Typology for Perlis State Park Governance.PRPI, UPM 27-29 November 2007.

APPENDIX 2 – PUBLICATIONS

PUBLICATIONS

*** = First author/ Corresponding Author/ Main Supervisor /Principal Investigator**

Journal

1.	Ng, S. I., Chia, K. W., Ho, J. A., & Ramachandran, S. (2017). Seeking tourism sustainability-A case study of Tioman Island, Malaysia. <i>Tourism Management</i> , 58, 101-107. Impact Factor 3.14,	ISI (Q1), SCOPUS, ERA
2.	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. <i>Journal of Hospitality & Tourism Research</i> , 14(4)pp. 445-474 . Impact Factor 1.54	ISI (Q1), SCOPUS, ERA
3. *	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. <i>Sustainability</i> , 9(7), 1256.	ISI (Q2), SCOPUS,
4. *	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. <i>Sustainability</i> , 8(8), 809. Impact Factor 1.343	ISI (Q2), SCOPUS,
5. *	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. <i>Worldwide Hospitality and Tourism Themes</i> , 8(5), 569-577.	SCOPUS, ERA
6. *	Fatin, R., & Sridar, R. (2016). Motivation to visit the Giant Panda Conservation Centre in Zoo Negara, Malaysia. <i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> , 5(3), 155-169.	ERA, CABI, GOOGLE SCHOLAR
7. *	Madhavan, B. N., & Sridar, R. (2016). Multi-criteria decision analysis for responsible management of Marine Protected Area in Semporna, Sabah. <i>Asia-Pacific Journal of Innovation in Hospitality and Tourism</i> , 5(3), 15-34.	ERA CABI, GOOGLE SCHOLAR
8. *	Prabhakaran, S., Nair, V., & Ramachandran, S. (2015). Marine waste management indicators in a tourism environment: Exploring possibilities for Semporna District, Sabah. <i>Worldwide Hospitality and Tourism Themes</i> , 5 (4) pp. 365 - 376.	SCOPUS, ERA
9.	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. & Environ. Sci.</i> , 15 (Tourism & Environment, Social and Management Sciences): 24-31.	ISI, EBSCO
10.*	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.	SCOPUS, ERA
11.	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. & Environ. Sci.</i> , 15(Tourism & Environment, Social and Management Sciences): 32-39.	ISI, EBSCO
12.*	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.	SCOPUS
13.*	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. & Environ. Sci.</i> , 15(Tourism & Environment, Social and Management Sciences): 40-45.	ISI, EBSCO
14.*	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.	SCOPUS
15.	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. <i>American-Eurasian J. Agric. & Environ. Sci.</i> , 15 (Tourism & Environment, Social and Management Sciences): 52-60.	ISI, EBSCO
16.*	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. <i>Life Science Journal</i> , 11(11), 837-841.	SCOPUS
17.*	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. <i>Global Journal of Management And Business Research</i> , 14(2).	GOOGLE SCHOLAR
18.*	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. <i>The Malaysian Forester</i> , 76(1), 27-39. (SCOPUS- indexed)	SCOPUS
19.	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. <i>Journal of Tropical Agricultural Science</i> 36. 295-310	SCOPUS
20.*	Siow, M.L., Ramachandran, S., Nair, V., Shuib, A. and Syamsul Herman, M.A. (2013) Scoping the potentials	SCOPUS

	and pitfalls of rural tourism policies: Constructivism as a theoretical lens. <i>Journal of Tropical Agricultural Science</i> . 36. 157-172	
21.	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
22.*	Siow May Ling, Sridar Ramachandran, Ahmad Shuib, Madhavan Nair, Syamsul Herman Mohammad Afandi and Sudesh Prabhakaran (2013). Rural resources as tourism capital: The case of Setiu Wetlands, Terengganu, Malaysia. <i>The Malaysian Forester</i> , 76(2), 133-139.	SCOPUS
23.	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
24.	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
25.	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
26.*	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.	EBSCO
27.	Syamsul, H.M.A., Shuib, A., Ramachandran, S., Yacob, M.R. & Richards, A. (2012). The Need For Recreational Economic Valuation At Perlis State Park. <i>The Malaysian Forester</i> , 75 (1): 73-80.	SCOPUS
28.*	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 Indexed)	SCOPUS
29.*	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)	ISI
30.*	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)	ISI
31.*	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 & Entrepreneurship</i> , Vol. 7, Issue 1, Pg. 81-99.	-
32.	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
33.	Quee Ling, L., Abkarim, M. Shahrim., 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)	ISI
34.	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.	-
35.	Chua, Bee Lia; Othman, Mohhidin; Boo, Huey Chern; Abkarim, M. Shahrim; 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 & Tourism</i> , Jul-Sep2010, Vol. 11 Issue 3, p179-198	ISI, SCOPUS
36.*	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
37.	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
38.	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	ISI, ECONLIT
39.	Norlida, H.M.S., Shuib, A., Siong-Hook, L., Zaleha, M.N. and Ramachandran, S. (2008). Tourism Demand For Malaysia From Major Asian Countries: An ARDL Approach. <i>Contemporary Management Research</i> , 4(4) : 351-368.	ULRICH
40.	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
41.	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
42.*	Ramachandran, S. (2006). Visiting Friends and Relatives Market: A Conceptual Framework. <i>TEAM Journal of Hospitality and Tourism</i> , 1(3), 1-13.	CABI
43.*	Ramachandran, S. (2005). Analysing Visual and Textual Content of Tourism Brochures: A Case of Malaysian Destination Image. <i>TEAM Journal of Hospitality and</i>	CABI

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*. 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

2*. 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

3. 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 Proceeding

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 2nd -4th, 2009.

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 17th Annual CHME research Conference, Glasgow, Scotland, May, 793-798.

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.

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.

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.

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.

Jamil, J., Mat Som, A.P., and Ramachandran, S. (2006). Tioman's Duty-Free: Has It Benefited the Island's Tourism? 2nd International Borneo Business Conference, Kuching, 6-8 December 2006.

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.

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.

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.

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 Proceeding

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 .

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 .

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.

- Yee-Lee, C. and Ramachandran, S. (2008). Theoretical Paradigm for the Study of Tourism Economic Impact. Faculty of Economics and Management Seminar, Malacca.
- Ramachandran, S. (2008). Determining Responsible Tourism Indicators: A Case of Taman Negara Malaysia, Research Colloquium, Universiti Putra Malaysia, 20-21 August.
- 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.
- Ramachandran, S., Shuib, A., Sook-Foon, T. and Mat Som, A.P. (2007). Assessing Shopping Satisfaction of International Tourist in Klang Valley, Malaysia. The 5th National Tourism Educators Conference, Penang, 3-4 August 2007.
- 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 5th National Tourism Educators Conference, Penang, 3-4 August 2007.
- 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.
- Ramachandran, S. (2006). Visiting Friends and Relatives Market: A Conceptual Framework. The 4th National Tourism Educators Conference, Petaling Jaya, 9-10 March 2006.
- 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

- Yacob, M.R., and Ramachandran, S. (2007). Towards Sustainable Ecotourism Development in Marine Parks: Implication for Management Policies. OPTIONS, IKDPM, UPM 12(2), 14-18.
- 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.
- 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.

