

CURRICULUM VITAE

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Culinary Science Lecturer

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EDUCATION

01/2022- till date

Auburn University, Alabama | USA

Pursuing Ph.D. in Hospitality Management

06/2009 – 10/2013

Bharathiar University, Coimbatore, Tamil Nadu | India

Ph.D. in Management (Human Resource Management)

Dissertation Title: Developing and testing of education and employment model with reference to Generation Y employees in the hotel industry.

07/2007 – 12/2009

Bharathiar University | India

Master of Business Administration in Tourism and Hotel Management

Thesis Title: Service Quality in Food and Beverage Operations.

06/2002 – 11/2004

Madurai Kamaraj University | India

Master of Philosophy (Management)

Thesis Title: Performance appraisal as a tool for training and developing managers, special reference to five-star hotels.

09/1998 – 05/2000

Bharathiar University | India

Master of Business Administration (Human Resource Management and Marketing)

Thesis Title: Labor Welfare Measures at OEN Connectors.

07/1995 – 04/1998

TRAINING AND CERTIFICATION PORTFOLIO

- **AUAL: Teaching with AI at Auburn**, Office of the Provost, Biggio Center, Auburn University, USA, November 2025 (pursuing).
- **Sustainability Education for Culinary Professionals**, Certificate from World Chef Academy- World Association of Chef Society, USA, August 2024.
- **ServSafe Food Protection Manager Certification** by the US National Restaurant Association and accredited by the American National Standards Institute, July 2024.
- **2023 Accessible Document Design Certificate of Achievement**, Office of the Provost. University of Writing, Auburn University, USA, November 2023.
- **Diversity, Equity and Inclusion in the Workplace**, University of South Florida Office of Training and Professional Education, USA, May 2021.
- **IoT in Hospitality**, Certificate program, Chaplin School of Hospitality and Tourism Management, Florida International University, USA, February 2021.
- **Post-crisis Hospitality Management**, Muma College of Business, School of Hospitality and Tourism Management, University of South Florida, USA, December 2020.
- **Outcome- based education** Certification, University Kebangsaan, Malaysia, July 2011.
- International Qualification - **Study Abroad program**, San Diego University, USA, for international consultancy work with international colleges on pedagogy development, April 2010.
- **Food Hygiene specialist** Certification, Chartered Institute of Environmental Health, UK, January 2006.

EMPLOYMENT HISTORY

08/2025- till date

Culinary Science Lecturer | Horst Schulze School of Hospitality Management Auburn University, Alabama| USA

08/2022- 08/25

Graduate Faculty of Records | Horst Schulze School of Hospitality Management Auburn University, Alabama| USA

- Teaching undergraduate courses in hospitality management and culinary science each semester.
- Delivering lectures and supporting laboratories for Culinary Fundamentals, Advanced Culinary, Fundamentals of Baking, and Global Gastronomy.
- Providing hands-on instruction and guidance in culinary laboratories to enhance student learning.
- Ensuring course delivery aligns with program outcomes and current industry standards.
- Assessing and evaluating student performance through assignments, lab work, exams, and projects.
- Assisting with undergraduate academic advising to support student success and

progression.

- Contributing to program outreach and service activities to strengthen community and industry engagement.

01/2022 – 08/2025

Graduate Program Assistant | University Writing, Auburn University, Alabama| USA

- Providing writing assistance to undergraduate and graduate students at the writing center for **theses, dissertations, referencing, and abstract writing**.
- Conducting **one-on-one writing consultations** with undergraduate and graduate students to address their writing concerns and provide feedback.
- Leading workshops and sessions for graduate students on various academic and research related topics.
- Participating in training sessions and professional development opportunities to enhance writing and tutoring skills.
- Leading the Black, Indigenous, and People of Color (BIPOC) affinity group sessions (Fall 2023, Spring 2024, Summer 2024 and Fall 2024).

03/2017 – 06/2021

Associate Scholar and Scientist | Dedman College of Hospitality, Florida State University, Tallahassee | USA

- A post-doctorate research position within the University.
- Conducted academic and industry-oriented research.
- Culinary engagement with Florida University Club.
- Publications in top-tier journals.

09/2012 – 01/2017

Head, School of Hospitality and Tourism | Senior lecturer | HELP University Kuala Lumpur | Malaysia

Head of academic activities of Mid Valley International College (MVIC) of Hotel Management, Nepal (Franchise program of HELP University)

- Administered school operations.
- Spearheaded the development of academic programs within the school.
- Chaired hospitality and tourism curriculum review sessions.
- Conducted classes for undergraduate and graduate students.
- Supervised graduate theses.
- Engaged in research and publication endeavors.
- Orchestrated student exchange programs.
- Organized road shows and demonstrations to market the hospitality and tourism program.
- Coordinated international projects.
- Trained students for participation in various competitions.
- Facilitated coordination with industries for student placement and internships.
- Assisted in Malaysian Qualifications Agency academic audits.
- Prepared budgetary requirements of the school.
- Engaged in international projects and collaborated with other universities and colleges to establish partnership programs.
- Served as a member of the University senate standing committee.

- Conducted teaching and learning workshops for MVIC, Nepal.
- Chaired exam board meetings.

03/2011 – 02/2013

Deputy Director of Research/Senior Lecturer, BERJAYA University College of Hospitality (BERJAYA UCH), Kuala Lumpur | Malaysia

- Conducted research and scholarly activities.
- Conducted classes for undergraduate hospitality and culinary students.
- Conducted classes for the Global Master Chef program accredited by the World Association of Chefs Society (WACS).
- Administered research activities at the University college level.
- Led the consultancy project with Air Asia and BERJAYA UCH.
- Coordinated and released the student newspaper and Journal.
- Engaged in marketing and counseling activities for the school.
- Trained students for international culinary competitions.
- Facilitated the formation of a special interest group (SIG) for research activities.

01/2007 – 12/2010

Senior Lecturer | Taylor's University, Kuala Lumpur | Malaysia

- Conducted classes for undergraduate hospitality and culinary students (Theory and Lab).
- Engaged in research and scholarly activities.
- Participated as a member of the First-year experience committee.
- Organized theme dinners and lunches for undergraduate culinary students (2007-2010).
- Orchestrated product launches for Malaysian culinary products (2008-2010).
- Collaborated on various culinary projects with international chefs.
- Led curriculum planning training for academic staff (2009).
- Engaged in road shows for culinary demonstrations (2007-2010).

06/2006 – 01/2007

Head | School of Culinary Arts/ Senior Lecturer | SIIMS, Tamilnadu | India

- Conducted classes for graduate students in culinary (Theory and Lab).
- Implemented health and safety measures in the kitchen.
- Ensured the maintenance of a safe and hygienic kitchen working environment.
- Oversaw outdoor catering operations.
- Managed the kitchen operations for lunch for students and staff.
- Organized a successful mega food festival for more than 2500 pax (October 2006).

05/2005 – 05/2006

Lecturer | National Hospitality Institute (NHI), Muscat | Sultanate of Oman

- Conducted culinary theory and lab classes.
- Conducted culinary classes for the City and Guilds program.
- Spearheaded business development initiatives in training and other operational services.
- Organized various theme dinners.
- Facilitated "Little chefs" culinary training sessions for children (2005-2006).

08/2004 – 05/2005

Lecturer | Oriental School of Hotel Management, Kerala | India

- Conducted theory and lab classes for graduate students.
- Conducted classes for the American Hotel and Lodging Association (AHLA) program.
- Organized various theme dinners.
- Took overall responsibility for delivering and managing food production training.
- Ensured timely preparation of indents and organization of supplies and provisions for effective production and catering operations.

10/2002 – 08/2004

Lecturer | RVS College (Department of Hotel Management), Coimbatore | India

- Conducted theory and lab classes for undergraduates and graduate students.
- Served as ISO coordinator.
- Organized a successful mega-food festival (2004).
- Supervised graduate and undergraduate theses.
- Functioned as placement and training coordinator.
- Participated in culinary road shows and demonstrations.
- Instrumental in releasing student newspaper (2004).

12/2000 – 07/2002

Chef-de-partie | The Residency Hotels, Coimbatore | India

- Managed kitchen operations and ensured HACCP compliances.
- Adhered to legal requirements, food hygiene regulations, and food safety laws.
- Managed Indian, Asian, Chinese, and Western cuisines.
- Took charge of business development initiatives in training and operational services.
- Conducted new product development and food cost calculations.

06/1998 – 09/2000

Trainee Chef-de-partie | Velan Hotel, Tirupur | India

- Managed kitchen operations.
- Worked in Indian and Asian cuisine.
- Maintained a professional, safe, and hygienic environment.
- Oversaw the night shift as a chef-de-nuit.
- Assisted in indenting and food cost calculations.
- Followed legal compliances, food hygiene regulations, and food safety laws.

AWARDS RECEIVED

- Received ***College of Human Sciences Doctoral Student Excellence Award 2025***, Auburn University, USA, April 2025
- Received ***“Spring 2024 Leadership Award”***, University of Writing, Office of the Provost, Auburn University, USA, May 2023.
- Received ***“Sustained Service Award 2023”***, University of Writing, Office of the Provost, Auburn University, USA, November 2023.
- Received ***“Trailblazer Award”*** for inspiring young minds, Nepris, USA, 2021.
- Received ***“Global Empowerment Award 2021”*** for the best presentation on Sustainable Development Goal 1 in the Global Peace and Sustainable Development

Summit 2021, Witty Gossip Association, India, 2021.

- Received **“Outstanding Participant Award”** at Master Chef Competition, Malaysia Organized by Malaysian Association of Hotels, Malaysia, May 2016.
- Won Diploma in **“Culinaire Malaysia -2015”** Culinary competition endorsed by World Association of Chefs' Societies (WACS), Malaysia, 2015.
- **“CEO'S Staff Achievement Award”**, HELP University, Malaysia April 2014.
- Won 1 silver and 1 bronze in **“Battle of Chefs-2014”** Culinary competition, endorsed by World Association of Chefs' Societies (WACS), Malaysia, 2014.
- Won Diploma in **“Culinaire Malaysia -2013”** Culinary competition endorsed by World Association of Chefs' Societies (WACS), Malaysia, 2013.
- Won gold in **“Culinaire Malaysia -2009”** Culinary competition, endorsed by World Association of Chefs' Societies (WACS), Malaysia, 2013.
- **“Chairman's Award for Academic Excellence”**, Taylor's University, Malaysia, October 2009.

PUBLICATIONS

- **Pillai, S. G.**, Arasli, F. K., Haldorai, K., & Rahman, I. (2024). Unlocking sustainable performance through circular economy principles. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-07-2024-0680>
- **Pillai, S.G.**, Ngcobo-Onunkwo, P., & Rooq, Y. A. Transparency uncorked: leveraging blockchain to tackle international wine fraud, *Journal of Hospitality & Tourism Cases* 0(0). <https://doi.org/10.1177/21649987241290984>
- **Pillai, S. G.**, Kim, W. G., Haldorai, K., & Kim, H. S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105, 103275. <https://doi.org/10.1016/j.ijhm.2022.103275>. (This work was supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (**NRF -2019S1A5A2A03049170**)).
- **Pillai, S. G.**, Haldorai, K., Seo, W. S., & Kim, W. G. (2021). COVID-19 and hospitality 5.0: Redefining hospitality operations. *International Journal of Hospitality Management*, 94. 102869. <https://doi.org/10.1016/j.ijhm.2021.102869>.
- Kim, W. G., **Pillai, S. G.**, Haldorai, K., & Ahmad, W. (2020). Dark patterns used by online travel agency websites. *Annals of Tourism Research*. 103055. <https://doi.org/10.1016/j.annals.2020.103055>. (This work was supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (**NRF-2019S1A5A2A03049170**)).
- Haldorai, K., Kim, W. G., Park, T.E., **Pillai, S. G.** & Balasubramaniam, K. (2019). Factors affecting hotel employees' attrition and turnover: application of pull-pushmooring framework. *International Journal of Hospitality Management*, 83, 46-55. <https://doi.org/10.1016/j.ijhm.2019.04.003>.
- Haldorai, K., **Pillai, S.G.**, & Makawa, T. (2019). Factors influencing the choice of boundaryless careers-a PLS approach. *International Journal of Business and Globalization*, 22(2), 182-205. <https://dx.doi.org/10.1504/IJBG.2019.098733>.
- Haldorai, K., **Pillai, S.G.**, & Kazako, K. (2017). Determinants of study abroad decisions among Indian students- a PLS approach. *International Journal of Management in Education*, 11(1), 69-82.

<https://dx.doi.org/10.1504/IJMIE.2017.080642>.

- Haldorai, K., Prabhu, R., & Pillai, S. G. (2015). Impact of work and interactive adjustment on Expatriate Job performance. *Management Today*, 4 (2).
- Binati, R., & Pillai, S.G. (2014). Beverage learning through edutainment competitions, special reference to immersion methodology practices – *BERJAYA Journal of Services and Management*, 1, 10-18. Available at: [10-18.pdf \(berjaya.edu.my\)](http://10-18.pdf(berjaya.edu.my)).
- Pillai, S.G. (2012). McDonaldisation of a nation. *Journal of Management Research*, 2(2). ISSN: 2249-0422.
- Pillai, S. G. (2011). Conceptualizing the Hospitality Education- Employment Equation, with special reference to Generation Y Employees at Star Hotels in Coimbatore, *International Journal of Arts and Sciences*, 4(11), ISSN: 1944- 6934.
- Haldorai, K., Prabhu, R., & Pillai, S. G. (2011). Solving education employment equation through graduate attributes formulas: Special reference to business management education. *International Journal of Business Economics and Management Research*, 2(10), 139–152. Online ISSN: 2229–4848.
- Pillai, S. G. (2011). Analysis of competencies gap between management education and employability stake, Special reference to MBA students in self- financing institutions in Coimbatore district, India, ICBSM, ISBN: 81-87912-08- 01.
- Pillai, S.G. (2011). 3-Dimensional Virtual World Practices in Hospitality and Culinary Curriculum with Experimental Learning Platform for Generation Y Students, *International Journal of Arts and Sciences*, 4(11), 417–428.
- Pillai, S.G. (2011). A study on factors influencing Generation Y's food preferences with special reference to Kuala Lumpur, Malaysia, *Zenith International Journal for multidisciplinary Research*, ISSN: 2231-5780.
- Pillai, S.G. (2011). Solving education employment equation through graduate formulas, special reference to Business Management Education, *International Journal of Business Economics & Management Research*, ISSN: 2229-4848.
- Pillai, S.G. (2010). A Study on Emerging Trends in Social Media Recruitment Strategies -Special Reference to Human Resource Departments at Bangalore, India, *International Journal of Arts and Sciences*, 4(09), 1–12.
- Pillai, S. G. (2010). Employment Education Equation for Generation Y. *Le Petit Hotelier*, 2(5), 18-19.
- Pillai, S. G. (2009). A Study on improving the quality of student's learning style by using VARK instruments-special reference to Hotel Management curriculum. *ATNA Journal of Tourism Studies*, 4(1), 99-108. <https://doi.org/10.12727/ajts.4.8>.

RESEARCH WORKS UNDER REVIEW

- Temporary Shine or Lasting Impact? The Impact of Lobby Renovation on Guest Satisfaction and Financial (Journal of Hospitality and Tourism Insights, revision submitted).
- Bridging Traditional Philosophical Values and Service Productivity: Role of Service (Hospitality and Society, Revisions submitted).

RESEARCH WORKS IN PROGRESS

- Mitigating Fraud and Theft in the Hospitality Industry (Case Study)

BOOK CHAPTERS

- Arasli, F., **Pillai, S.G.**, & Yin, T. (2023). Strategic Spirituality Management in the Workplace, Özsungur, F. and Bekar, F. (Ed.) *Spirituality Management in the Workplace*, Emerald Publishing Limited, Leeds, 221-245.
<https://doi.org/10.1108/978-1-83753-450-020231010>

INDUSTRY & ACADEMIC PANELS/ INVITED PRESENTATIONS

- Invited Guest Speaker: Hospitality Management class, Sunny Oneonta, New York, USA (March 3, 2025).
- Invited Guest Speaker: Hospitality Management class, Sunny Oneonta, New York, USA (October 2, 2024).
- Invited Speaker: International webinar series DIALECTICS 2024, SN college for Women, Kerala, India (February 14, 2024).
- Invited Panel Speaker: Busan International Food Refurb Conference 2023, Korea (November 5, 2023). Invited Speaker: International Conference on Hospitality and Tourism on Sustainable Hospitality & Tourism in the Digital Age, MAHSA University, Malaysia (March 17, 2023).
- Invited Speaker: Online International Faculty Development Program on challenges of students in the new normal, Government Arts College, Coimbatore, India (February 13, 2023).
- Invited Panel Speaker: Busan International Food Refurb Conference 2022, Korea (October 22, 2022).
- Invited Guest Speaker: Hospitality Technology class, Horst Schulze School of Hospitality Management, USA (November 11, 2024).
- Moderator: Seed Talk 2022, Emotional Intelligence, Igniting Dreams of Young Minds, India (June 9, 2022).
- Invited Speaker: Global Peace and Sustainable development Summit 2022, Witty Gossip Association (April 8, 2022).
- Invited Speaker: The Mega Virtual International Conference 2021, Muhammadiyah University of Sidenreng Rappang, Indonesia (December 23, 2021).
- Invited Speaker: Hospitality beyond hotel management, Sri Ramakrishna College of Arts and Science, Tamilnadu, India (October 21, 2021).
- Culinary Workshop: Western Cuisine Culinary Demonstration, Sri Ramakrishna College of Arts and Science, Tamilnadu, India October 30, 2021.
- Invited Speaker: International Conference on Hospitality and Tourism, Jagran Lakecity University, Madhya Pradesh, India (June 28, 2021).
- Invited Speaker (Webinar): Redefining the hospitality operations through Hospitality 5.0, MAHSA University (April 3, 2021).
- Invited Speaker (Webinar): Global Peace and Sustainable development summit 2021, India (April 1, 2021).
- Invited Speaker (Webinar): International Issues in Corporate Social Responsibility in the hospitality industry at Lyceum of the Philippines University, Manila (February 6, 2021).
- Lead online talk session: Career prospects in hospitality and culinary, Lynwood High School, California (January 20, 2021).
- Lead online talk session: Space food in the Space exploration program at Mechanical Technical School, Faust Vrancic, Zagreb, Croatia (March 21, 2021).
- Online talk session: Careers in Hospitality- Foodservice Applied Technology Center,

California (February 17, 2021).

- Invited Speaker (Webinar): International Issues in Corporate Responsibility in the Hospitality industry at Lyceum of the Philippines University, Manila (February 6, 2021).
- Invited speaker: Changes in teaching and learning philosophies-Post pandemic thoughts at Ramakrishna College of Art and Science, Coimbatore, India (September 26, 2021).
- Invited speaker: Recent trends in research at NGM College, Coimbatore, India (January 2, 2018).
- Invited speaker: Contemporary issues in Business world at Xavier's Women's College, Kerala India (July 19, 2017).
- Guest Speaker: Social media and Human resources at Linton University college, Malaysia (September 23, 2017).
- Invited speaker for "Green Curriculum practices", Nilai Polytechnic, Malaysia (September 18, 2017).
- Invited Speaker: Career trends at SNS Raja Lakshmi college, Coimbatore (September 26, 2017).
- Invited speaker: 17th National Human Resources Summit, Asian Strategy & Leadership Institute (ASLI), Kuala Lumpur, Malaysia (August 12, 2016).
- Invited speaker: Food and Beverage Career fair at Kuala Lumpur (May 25, 2016).
- Invited speaker: Global Tourism city conference, Kuala Lumpur, Malaysia (May 10, 2016).
- Invited speaker: 3rd International Conference at Amirapali group of Institution, Haldwani, India (October 12, 2015).
- Invited speaker: Panel discussion 'Tourism Summit' Asian Strategy & Leadership Institute (ASLI) (August 13, 2015).
- Invited speaker: National seminar, RVS Management School, Coimbatore, India (December 5, 2011).
- Invited speaker: Hotelier HR Conference, Mumbai, India (September 23, 2011).

CONFERENCE PRESENTATIONS

- Believing in BIPOC Affinity Group: Advancing Professional Development Through Care Work" at the Council of Writing Program Administrators, National Conference (Virtual) (July 10-11, 2025).
- Gastronomy with Code: AI-Enhanced Culinary Labs for Creativity, Sustainability, and Ethical Learning, 2025 ICHRIE Global Conference, Indiana (June 17- June 20, 2025).
- Investigating the Impact of Sustainable Seafood Labels and Descriptive Claims on Consumer Acceptance in Restaurant Settings SECSA Conference 2025, Auburn University, Auburn (February 27 – March 1, 2025)
- Mapping blockchain adoption: Meta-analytic perspectives on food safety challenges and opportunities, SECSA Conference 2025, Auburn University, Auburn (February 27 – March 1, 2025)
- Sustainable Seafood Labeling in Restaurants: A Virtual Reality Exploration of Consumer Preferences, Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Hilton University of Houston, Houston, Texas (January 2- 4, 2025).
- Transforming Spaces: The Influence of Lobby Renovations on Guest Experience and Financial Performance, Graduate Education & Graduate Student Research

- Conference in Hospitality & Tourism, Hilton University of Houston, Houston, Texas (January 2- 4, 2025).
- Driving Sustainability through Circular Economy in the Hospitality Industry Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Hilton University of Houston, Houston, Texas (January 2- 4, 2025).
 - Exploring Employee Reactions to FryBot™: A Study of Emotional Dynamics During Kitchen Technology Adoption and Training, Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Hilton University of Houston, Houston, Texas (January 2- 4, 2025).
 - Of Tutors, Writers, and Bots: Exploring Generative AI's Role in Consultations, NCPTW Conference, Tacoma, Washington (November 18, 2024).
 - Tokenism in Tourism: The Commodification of Culture and its Impact on Genuine Engagement, CREST 2024 World Tourism Day Forum, Atlanta, Georgia (September 24, 2024).
 - Farm to Fork: Blockchain's impact in the hospitality Industry, Blockchain Community Day Conference (June 10-14, 2024).
 - DEI Advancement through Affinity Groups, Inclusive Excellence Conference at Auburn University, Auburn, Alabama (April 2024).
 - Redefining Hospitality Operations through Circular Economy, Research Symposium, at Auburn University, Auburn, Alabama (March 2024).
 - Promoting Diversity, Equity, and Inclusion: The Role of BIPOC Affinity Groups in Writing Centers, 2024 Southeastern Writing Center Association Conference Atlanta, Georgia (February 22, 2024).
 - Determining critical success factors for blockchain technology implementation for sustainable and smarter food safety, 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Chaplin School of Hospitality & Tourism Management, Florida International University, Miami, Florida (January 6, 2024).
 - Revolutionizing the Hospitality Industry: The Role of Smart Commercial Kitchens in Ensuring Hygiene, Sanitation, and Cleanliness, 2023 CHS Graduate Student Research Symposium, Auburn University (March 17, 2023).
 - Antecedents of Artificial Intelligence Based Human Resources Management Assimilation in Hospitality Businesses, 8th Annual SECSA ICHRIE Conference, Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, (February 17, 2023).
 - The impact of lobby renovation on guest satisfaction and financial performances." 2022 SMA conference, Charlotte, North Carolina (November 2, 2022).
 - A never-ending battle of mitigating fraud and theft in the hospitality industry: Motives and proactive solution, 2022 CHS Graduate Student Research Symposium, Auburn University (March 21, 2022).
 - Exploiting Cognitive Bias in Online Travel Purchase: The Influence of Deceptive eCommerce Practices on Consumers' Perceived Benefits and Intent to Purchase, ICHRIE conference, Washington DC (August 2022).
 - India's political consumption- Cow tourism circuit to boost bovine tourism. Research Symposium, Auburn University (March 28, 2022).
 - Dark patterns – the darker side of marketing in online travel agency websites, Global Alliance of Marketing and Management Conference, Seoul, South Korea (November 5-8, 2020).

- Ostracism as an antecedent of service employee engagement: A second stage moderated-mediation model. ICHRIE-SECSA Conference, Auburn University, USA (February 28 and 29, 2020).
- A study of Kuala Lumpur customer's acceptance of Restaurant Mobile Applications (RMA) to access restaurant information, UPM, Malaysia (November 26, 2017).
- Green Curriculum, RISE seminar, Nilai Polytechnic, Malaysia (September 8, 2017).
- Paperless green teaching practices in higher education system using near Pod application, RISE seminar, Nilai Polytechnic, Malaysia, (September 8, 2017).
- The effectiveness of WhatsApp® Messenger application on the employee engagement level among Air Asia's staff, Colloquium, HELP University, Malaysia, (January 24, 2015).
- Postnatal diet: Cross-cultural ethnographic research on Malay postpartum cuisine and dietary practices, Asia Euro conference Taylor's University, Malaysia, (November 29, 2012).
- Corporate social responsibility among Malaysian corporation, special reference to BERJAYA Corporation Berhad, CSR conference BERJAYA UCH, Malaysia, (September 27, 2012).
- Integrating Green Concepts in culinary curriculum with a Project- based learning approach, 5th THE ICE International Panel of Experts Forum 2011, Taylor's University), Malaysia, (May 27, 2011).
- Enhancing student-centered learning through Tablet P. C's, special reference to culinary education, 5th THE ICE International Panel of Experts Forum, Taylor's University, Malaysia, (May 27, 2011).
- Exhibition and knowledge exchange in student-centered learning practices at BERJAYA University School of Hospitality, CHTC colloquium, BERJAYA UCH, Malaysia, (September 11, 2011).
- Historical preview on the transformation of technology and the modernization of gastronomies food heritage of multi-ethnic Malaysia with the acculturation of agro-industrial commodities transformation and modernization in tourism, hospitality, and gastronomy, Asia Euro Conference, Taylor's University, Malaysia, (November 24-26, 2010).
- Creative culinary products, Hospitality and Gastronomy conference, Asia Euro conference, Taylor's University, Malaysia, (24- 26 November 2010).
- Conceptualizing the employment education equation, special reference to Y Generation employees, Erita Asia seminar, Taylor's University, Malaysia, (April 27, 2010).
- 3-Dimensional virtual world practices in hospitality and culinary curriculum with an experimental learning platform for Generation Y students, Taylor's University, Malaysia, (September 27, 2010).
- Conceptualizing the hospitality education-employment equation, with special reference to Generation Y employees at star hotels, IJAS Conference, Harvard University, Boston, USA, (May 5, 2010).
- Education employment interface, National seminar proceedings St Joseph College of Commerce, Bangalore, (February 3, 2010).
- A Study on Improving the Quality of Students by Using VARK Instruments- Special reference to Taylor's School of Hospitality and Tourism, Asia-Euro Tourism, Hospitality & Gastronomy Conference, (November 21, 2009).
- Educational mismatch and Y Generations perceptions on Hospitality education,

- EritaAsia Seminar, Taylors University College, Malaysia, (October 27, 2009).
- “Understanding the learning styles of students in culinary education”, Teaching and learning Conference, Taylor’s University College, Malaysia, (October 18, 2008).
- Social influence of multinational fast-food chains in Malaysia, International Conference on Gastronomy, KDU College, Malaysia, (May 29, 2008).
- Hospitality Marketing, Conference on Hospitality Marketing, PSGR Autonomous College, Tamil Nadu, (May 11, 2004).
- Globalization in Indian Context, Conference on Globalization PSGR, Autonomous College, Tamil Nadu, India, (July 6, 2003).

TEACHING

- HOSP 4480 Global Gastronomy (Auburn University, Spring 2025)
- HOSP 2350 Culinary fundamentals (Fall 2025 (Lecture & Lab), Spring 2024, Spring 2023, Fall 2023 and Fall 2022,), Auburn University.
- TRM 223 Contemporary issues in the hospitality and tourism industry (Spring and Fall 2016), HELP University, Malaysia.
- TRM 300, Internship in the travel and tourism (Spring, 2024, Fall 2014, Spring 2015, and Fall 2015), HELP University, Malaysia.
- TRM 400, Graduation Project (Spring, 2024, Fall 2014, Spring 2015, and Fall 2015), (HELP University, Malaysia.
- Entrepreneurship development (Spring 2011, Fall 2011, Spring 2012, and Fall 2012), BERJAYA University College, Malaysia.
- Introduction to culinary and hospitality operations (Spring 2011, Fall 2011, Spring 2012, and Fall 2012), BERJAYA University College, Malaysia.
- Contemporary issues in the hospitality industry (Spring 2011, Fall 2011, Spring 2012, and Fall 2012), BERJAYA University College, Malaysia.
- Food production theory and lab (Spring 2007- 2010, Fall 2007-2010), Taylor’s University, Malaysia.
- Baking & Pastry Arts (Fall 2009 -2010), Taylor’s University, Malaysia.
- Food production theory and lab (Fall 2006), SIIMS college, India.
- Fundamentals of culinary (Theory and lab) (Spring 2005, Fall 2005, and Spring 2006), National Hospitality Institute, Sultanate of Oman.
- Culinary operations (Fall 2004 and Spring 2005), Oriental College, India.
- Hospitality human resource management (Fall 2002, Spring 2002, Fall 2002, and Spring 2003), RVS college, India,.
- Strategic management in hospitality industry (Fall 2002, Spring 2002, Fall 2002, and Spring 2003), RVS college, India.
- Food and Beverage Management (Fall 2002, Spring 2002, Fall 2002, and Spring 2003). RVS college, India.
- Research methods (Fall 2002, Spring 2002, Fall 2002, and Spring 2003), RVS college, India.
- Food production theory and lab (Fall 2002, Spring 2002, Fall 2002, and Spring 2003), RVS college, India.

SERVICE

- Voluntary member of 2025 Furniture Giveaway Drive for International students, Auburn University, September 2025.

- Mindful Eating Activities session at University Writing, Auburn University, Summer 2025.
- Hiring Committee Member for Graduate Program Assistant at University Writing, Auburn University, February 2025.
- Lead, Buffet Lunch Preparation for SECSA Conference 2025, Auburn University (Conference: February 27 – March 1, 2025; Lunch: February 28, 2025).
- Hiring Committee Member for Graduate Program Assistant at University Writing, Auburn University, January 2024 and February 2025.
- Organized the Graduate Research Event, as the president of Graduate Hospitality association along with the other Graduate program officers held at Horst Schulze School of Hospitality Management, Auburn University, December 6, 2024.
- Higher Education Committee voluntary member of Research Chef Association, USA, August 2024.
- Guest Editor for the Administrative Sciences Special Issue (2024-2025): Building a Resilient Workforce: Strategies for Promoting Mental and Physical Health at Work). https://www.mdpi.com/journal/admsci/special_issues/W0922KEB1Y.
- Voluntary member of 2024 Furniture Giveaway Drive for International students, August 2024.
- Led 12 BIPOC sessions at University Writing, Auburn University (Fall 2024, Spring 2025, and Summer 2025), covering topics such as Navigating Microaggressions, Mental Health and Well-being, Decolonizing Education, Media Representation, Practical Race Analysis, Colorism, Tokenism, Intergenerational Trauma, the Impact of Generative AI on Black Communities, and Neurodivergence.
- Graduate Student Council, Auburn University Senate Member, serving on the University Writing Committee, August 2024.
- Graduate Student Council, Auburn University Senate Member, serving on the First Year Experience Committee, August 2024.
- Lead BIPOC Sessions at University Writing, Auburn University: 8 sessions in Fall 2023, 8 sessions in Spring 2024, 8 sessions in Summer 2024. Topics include Navigating Microaggressions, Addressing Mental Health and Well-being, Decolonizing Education, Media Representation, colorism, overcoming the stigma around going to therapy, racism in artificial intelligence” for the BIPOC Affinity Group.
- Social Committee Member, University Writing, Auburn University, August 2024.
- Hiring Committee Member for Graduate Program Assistant at University Writing, Auburn University, January 2024.
- President of Hospitality Graduate Association 2023- 2024, Horst Schulze School of Hospitality Management, Auburn University, Auburn, Alabama.
- Member of Board of Studies, Hotel Management and Catering Science, Sri Ramakrishna College of Arts and Science, Tamil Nadu, India, 2024.
- Volunteered in food preparation at Hospitality Gala Dinner 2024, Horst Schulze School of Hospitality Management, Auburn University, Auburn. Alabama.
- Volunteered at East Alabama Food Bank. Auburn, Alabama (a joint activity with Eta Sigma Delta (ESD), March 23, 2024).
- Hiring Committee Member for Consultants and Front Desk Representatives at University Writing, Auburn University, January 2023.
- Demonstrated Indian food to the culinary club members at Horst Schulze School of Hospitality Management, Auburn University, September 25, 2023.

- Participated as committee member for 2023-CHS Graduate Student Research Symposium, Auburn University, Auburn, Alabama, March 17, 2023.
- Participated as an International reflection partner-Intercultural competencies through qualitative research teaching, Ghent University, Belgium, March 3, 2023.
- Volunteer in food preparation at Hospitality Gala Dinner 2023, Horst Schulze School of Hospitality Management, Auburn University, Auburn. Alabama.
- Volunteered to conduct various virtual classes in Nepris, a web-based platform that virtually conducts classes in U.S. school classrooms (2018, 2019, 2020 and 2021).
- Adjunct Professor, Business Studies, Nehru Arts and Science College, Coimbatore, India, 2024.
- Blood donor at blood donation camp jointly organized by Sathya Sai International Organization of Malaysia (SSIOM) and the National Blood Bank (PDN), Malaysia (2014, 2015, and 2016).
- Co-chaired international conference “Globalization of Business Practices: Issues and Challenges” organized by the Faculty of Business, Economics, and Accounting at HELP University, Malaysia, January 24th, 2015.
- Advisory board member for the 4th International Hospitality Conference “AVAHAN 2016” at Amrapali Group of institution, Haldwani, India, October 5, 2015.
- Participation and discussion in culinary tourism research trends- Malaysian tourism TV, December 13, 2013.
- Senate member HELP University, Malaysia (2013 - 2016).
- Senate Standing Committee member – Teaching & Learning, BERJAYA UCH, (2011-2013).
- Project Member “Cooking for Ibu – Culinary research project” – A project focusing on Postnatal Diet, BERJAYA UCH, February 2012.
- Organizing Committee Member-Chefs-Gourmet-Battle, “Culinaire Malaysia 2011” culinary competition, Malaysia, August 2011.
- Panel moderator “Contemporary issues in the hospitality and tourism industry” BERJAYA UCH, July 12, 2011.
- Organizing committee member (Team challenge) for Culinaire Malaysia competition, Malaysia 2011 and 2015.
- Chaired the student colloquium “CHTC 2011” on Contemporary Issues in Hospitality, Tourism and Culinary Arts. BERJAYA UCH, November 9, 2011.
- Concurrent session Moderator IJAS Conference, Harvard University, Boston, USA, June 3, 2010.
- Volunteered in the New Straits Times Press (Malaysia) Berhad’s “Bubur Lambuk” (traditional Malaysian dish) to promote unity during Ramadan, August 24, 2009.
- Organizing committee member for the 2nd Asia-Euro Conference (November 2008).
- Culinary trainer for Continuing Professional Education (CPE) for Asian Cuisine series (Indian cuisine) at Taylor’s University (2008-2009).
- Member of “Erita-Asia,” Scholarly and research committee, Taylors University, 2009.
- Committee member for ASIA-Euro Conference, Taylor’s School of Hospitality, Tourism and Culinary Arts, November 13, 2008.
- Organized “Taylor’ed for Compassion” Charity Luncheon bulletin for Taman Megah Kelana Jaya (Handicapped and disabled children home) at Lescoffier restaurant, Taylor’s University, August 2008.
- Member of SIG (Similar Interest Group), Taylors University College, October 2008.
- Blood donor at Central Blood Bank under Ministry of Health, Department of Health

Services, Sultanate of Oman, August 2005.

PEER REVIEW SERVICES

Journals

- International Journal of Hospitality Management.
- International Journal of Hospitality and Tourism Insights.
- Journal of Global Hospitality and Tourism.
- Journal of Hospitality and Tourism Technology.
- Journal of Hospitality and Tourism Management.
- Asia-Pacific Journal of Business Administration.
- Cogent Business and Management Journal.
- International Journal of Business and Emerging Markets.
- International Journal of Knowledge and Learning.
- Journal of Culinary Science & Technology.
- Research in Transportation Business & Management.
- Sustainability.
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Conferences

- 3th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn University, Alabama, 2026.
- 2025 ICHRIE Global Conference Indianapolis, 2025.
- 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, 2025.
- 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Miami, Florida, 2024.
- 28th Annual Graduate Education & Graduate Student Research in Hospitality and Tourism, California, 2023.
- 3rd Penang International Conference on Hospitality, Malaysia, 2023.

WORKSHOPS CONDUCTED

- **Designing Scientific Poster Presentation**, College of Human Sciences, Auburn University, Spring 2024 and Spring 2025.
- **Personal Statement**, Department of Nutritional Sciences, Auburn University, Spring 2025.
- **Ethical Source Use Workshop**, College of Human Sciences, Auburn University, Spring 2024 and Spring 2025.
- **Introduction to Writing Literature Reviews**, Savvy literature Boot Camp, Auburn University Library, Spring 2023, Summer 2023, Fall 2023, Spring 2024, Summer 2024, Fall 2024, Spring 2025, and Summer 2025.
- **Introduction to eportfolio**, Harbert College of Business, Auburn University, Spring 2025.
- **Delivering Effective Presentations**, Harbert College of Business, Auburn University, Fall 2024.

- **Generative AI in Writing: Benefits, Challenges and Responsible use**, College of Human Sciences, Auburn University, Fall 2024.
- **Intro to Graduate Writing**, Consumer and Design Sciences. Auburn University, Fall 2024.
- **Crafting Engaging Introductions, Compelling Abstracts, and Impactful Title**, College of Human Sciences, Auburn University, Spring 2024.
- **Time Management for Effective Research Writing**, College of Human Sciences, Auburn University, Spring 2024.
- **Writing for Academic Journals**, College of Human Sciences, Auburn University, Spring 2024 and Fall 2023.
- **Crafting Strong Personal Statement**, Pre-veterinary medical association, Auburn University, Spring 2024.
- **Graduate Level Writing**, Agricultural Education, Auburn University, Spring 2024.
- **Reflective Writing**, Department of Nutritional Sciences, Auburn University, Spring 2024.
- **APA style an Introduction**, Writing for General Audiences, Human Development & Family Science (Spring & Fall 2024), College of Architecture, Design and Construction, Auburn University, Spring 2024.
- **Oral communication and Presentation**, Harbert College of Business, Auburn University, Fall 2023.
- **Pomodoro Techniques for Effective Research Writing**, College of Human Sciences, Auburn University, Fall 2023.
- **Writing an Impactful Introduction: Engaging Readers from the Start**, College of Human Sciences, Auburn University, Fall 2023.
- **Research Questions and Objectives: Defining the Scope of Inquiry**, College of Human Sciences, Auburn University, Fall 2023.
- **Writing a Compelling Abstract and Title**, College of Human Sciences, Auburn University, Fall 2023.
- **Grant Writing: An Introduction**, Veterinary Medicine - Biomedical Sciences School, Auburn University, Fall 2023.
- **APA: An Introduction**, Human Development and Family Science, Auburn University, Fall 2023.
- **APA: An Introduction**, College of Architecture Design and Construction, Auburn University, Fall 2023.
- **Converting a presentation to a Scholarly Article Publication**, College of Human Sciences, Auburn University, Summer, 2023.
- **Ethical Source Use Workshop**, College of Human Sciences, Auburn University, Summer 2023.
- **Introduction to Grant Writing**, College of Human Sciences, Auburn University, Spring 2023.
- **Personal Statement** Pre-Physician Assistant students Club, Auburn University, Spring 2022.
- **Western Cuisine Workshop**, Sri Ramakrishna College of Arts and Science, India, Fall 2021.
- **Indian Cuisine Workshop** Keiser University, Tallahassee, Florida, Fall 2019.
- **Portfolio- the road map for career ladder**, BERJAYA University College, Malaysia, Fall 2011.
- **How to set objectives for classroom presentations**, Taylor's University College,

Malaysia, Spring 2009.

CONSULTANCY PROJECTS UNDERTAKEN

- Project Member “**Cooking for Ibu (New moms) –Culinary research project**” BERJAYA University College of Hospitality, Malaysia, February 2012.
- “**Hospitality index survey**” for Malaysian hotels, BERJAYA University College of Hospitality Malaysia, 2012.
- “**Customer in-flight preference**”, joint project Air Asia and BERJAYA University College of Hospitality, May 2012.
- “**Recipe and Product Development Specialist**” for Farm Frites Potatoes, Malaysia (2010).
- “**Sensorial analyst for “RASA RASA”**”, Malaysian Government Culinary Project, Malaysia, August 2009.
- “**Recipe and Product Development Specialist**”, Malaysian Government Culinary Project, Malaysia, 2009.

GRANTS

- 3D Food Printing and Upcycling in the Hospitality Industry, **Competitive Graduate Research Grant**, Horst Schulze School of Hospitality Management, Fall 2025 (Grant Amount - \$ 2,000 received).
- From Robot to Plate: Exploring the Role of Chef Type and Cooking Observation in Shaping Food Quality Perception and Liking of Robot-Prepared Food, **Competitive Graduate Research Grant**, Horst Schulze School of Hospitality Management, Fall 2025 (Grant Amount - \$ 2,000 received).
- Blockchain for sustainable and smarter food safety: Critical success factors and challenges submitted to **Foodservice Systems Management Education Council, USA, 2024**, Research Grant Amount - \$ 2,000 (not funded), Fall 2024.
- Dining among the Stars: The role of 3D Food Printing and Ugly Food submitted to **Foodservice Systems Management Education Council, USA, 2024**, Research Grant Amount - \$ 2,000 (not funded), Fall 2024.
- Revolutionizing sustainable agriculture: Integrating seed-dispensing vending machines for long-term crop diversity and food security (**Long Term Research Grant- BERJAYA University College, Malaysia, 2012**, Amount -\$ 50,000 (not funded)).

RESEARCH INTERESTS

- Hospitality technology
- Sustainability and food safety
- Circular economy and food waste management
- Supply chain management
- Hospitality human resource management

PROFESSIONAL MEMBERSHIP

- The Table and Food Coordination of Korea
- Association of North America Higher Education International
- ICHRIE
- United Nations Peace Keeping Force (UNPKF), Thailand.
- Foodservice Systems Management Education Council, USA