

	Name:	Choon Shay Wei
	Current Position:	Assistant Professor
	Office	A2 # 402
	Programme:	School of Economics and Management
	Tel:	
	E-mail:	shaywei.choon@xmu.edu.my

RESEARCH INTERESTS

Environmental Economics, Behavioural Economics, Market Failures, Sustainability Assessment.

EDUCATIONAL BACKGROUND

- Bachelor of Economics (Human Resources Economics), Faculty of Economics and Management, National University of Malaysia, Malaysia (2000)
- Master of Economics, Faculty of Economics and Management, National University of Malaysia, Malaysia (2002)
- Ph. D Environment and Development, Institute of Environment and Development, National University of Malaysia, Malaysia (2010)

WORKING EXPERIENCE

- Senior Lecturer, Faculty of Management, Multimedia University, Malaysia (2010 - 2023).
- Lecturer, MMU Kish Online, Sharif University of Technology, Iran (2011 – 2011).
- Graduate Research Assistant, Institute of Environment and Development, National University of Malaysia (2006 – 2010).
- Lecturer, School of Business Studies, Tunku Abdul Rahman University of Management & Technology, Malaysia (2002 – 2006)
- Graduate Research Assistant, Faculty of Economics and Management, National University of Malaysia (2000 – 2002).

HONORS/AWARDS

Silver Research Project awarded by Research Innovation Commercialization and Entrepreneurship Showcase 2021 Organized by Multimedia University.

Linear Regression and Business Statistics by Rice University at Houston on Coursera. Certificated earned on 29 July 2020

Global Environmental Management by the Technical University of Denmark on Coursera. Certificate earned on 23 May 2020.

Alibaba E-Commerce Talent: Global Lecturer Certificate awarded by Alibaba Education and Technology Co. Ltd on 28 July 2017.

Train the Trainer awarded by HRDF, Malaysia, Certificate earned on 10 Nov 2017.

Second Runner-Up Research Project awarded by Research Innovation Commercialization and Entrepreneurship Showcase 2017 Organized by Multimedia University.

Positive Psychology by The University of North Carolina at Chapel Hill on Coursera. Certificate earned on 13 Feb 2016.

Interviewed by Kazakhstan TV Channel 24KZ on Malaysia Economy earned on 22 Aug 2014.

The Chancellor Fellowship Scheme of the National University of Malaysia Stipend Doctoral Fellowship was earned from 2007 to 2009.

GRANTS

Project Title: Development of decision support framework for sustainability assessment and management in Malaysia.

Duration: 20 Dec 2022 to 19 Dec 2023

Position: **Project Member**

Funding: UTAR Research Fund 2022 (Cycle 2)

Status: Ongoing

Project Title: Stretching the Ringgit Model through Smart Consumption to alleviate the B40's well-being.

Duration: Nov 2020 to Oct 2022

Position: **Project Member**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: Modelling adaptation to climate change on fruits and vegetable yield of farmers in Cameron Highland.

Duration: Sept 2019 to Aug 2022

Position: **Project Leader**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: Modelling an Intelligent Independent Living Framework with Smart Partner for Activities of Daily Living (ADLs) among Elderly Adults: A Capability Approach.

Duration: Sept 2019 to Nov 2022

Position: **Project Member**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: Electrical and electronic waste management in Cyberjaya, Malaysia

Duration: Aug 2018 to July 2019

Position: **Project Leader**

Funding: Mini Fund, Multimedia University

Status: Completed

Project Title: An Enhanced 'Sense of Place' Framework for the Sustainability of Cultural / Heritage Tourism

Duration: Aug 2017 to July 2019

Position: **Project Member**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: A Sustainable Framework of Heritage Tourism

Duration: Jan 2017 to Dec 2017

Position: **Project Member**

Funding: Mini Fund, Multimedia University

Status: Completed

Project Title: Enhanced Creativity Indicators in Cultural Businesses

Duration: Oct 2014 to Sept 2016

Position: **Project Member**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: Managing Creativity for the Innovation of Museums

Duration: Nov 2014 to Oct 2015

Position: **Project Member**

Funding: Mini Fund, Multimedia University

Status: Completed

Project Title: An Improved Model in Effective Motivation and Retention of Knowledge Workers

Duration: July 2014 to June 2016

Position: **Project Member**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: An Integrated Framework for Malaysia Happiness Index

Duration: July 2014 to June 2016

Position: **Project Leader**

Funding: Fundamental Research Grant (FRGS), Ministry of Education, Malaysia

Status: Completed

Project Title: Green Consumerism: A Study on the Awareness, Knowledge, Behavior and Willingness to Pay for Green Products on the East Coast of Peninsular Malaysia.

Duration: April 2012 to December 2013

Position: **Project Member**

Funding: UKM Fund

Status: Completed

Project Title: Are Malaysian Ready to Go Green?

Duration: April 2011 to December 2011

Position: **Project Leader**

Funding: Special Funding for Social Sciences Research, Multimedia University

Status: Completed

Project Title: Sustainable City: An Environmental Award 2008/2009

Duration: September 2006 to May 2010

Position: **Graduate Research Assistant**

Funding: Department of Environment, Malaysia

Status: Completed

Project Title: Municipal Solid Waste Management in Malaysia

Duration: April 2000 to March 2001

Position: **Graduate Research Assistant**

Funding: IRPA, Ministry of Science, Technology and The Innovative

Status: Completed

REPRESENTATIVE PUBLICATION

International Journal

Choon, S. W., Tan, S. H., & Ong, H. B. (2023). How do different values affect pro-environmental behaviors and happiness? *Issues and Perspectives in Business and Social Sciences*. (Accepted)

Choon, S. W., Yong, C. C., Tan, S. K., & Tan, S. H. (2022). A proposed integrated happiness framework to achieve sustainable development. *Heliyon*, 8(10), e10813. (Scopus Q1)

Yap, Y. Y., Tan, S. H., Tan, S. K., & **Choon, S. W.** (2022). Integrating the capability approach and technology acceptance model to explain the elderly's use intention of online grocery shopping. *Telematics and Informatics*, 101842. (WOS Q1)

Yap, Y. Y., Tan, S. H., & **Choon, S. W.** (2022). Elderly's intention to use technologies: A systematic literature review. *Heliyon*, e08765. (Scopus Q1)

Ong, H. B., Chong, L. L., **Choon, S. W.**, Tan, S. H., Yeap, P. F., & Mohd Hatta, K. N. (2022). Retaining skilled workers through motivation: The Malaysian case. *Cogent Business & Management*, 9(1), 2034237. (Scopus Q2)

Choon, S. W., Ong, H. B., & Tan, S. H. (2019). Does risk perception limit climate change mitigation behaviors? *Environment, Development, and Sustainability*, 21(4), 1891-1917. (WOS Q2)

Tan, S. H., Habibullah, M. S., **Choon, S. W.**, & Mohamed, A. (2019). "Doing Well" by "Doing Good"? Evidence from Tourism-Related Firms in Four South Asia Countries. *Jurnal Pengurusan*, (55). (Scopus Q3)

Tan, S. K., Tan, S. H., Kok, Y. S., & **Choon, S. W.** (2018). Sense of place and sustainability of intangible cultural heritage—The case of George Town and Melaka. *Tourism Management*, 67, 376-387. (WOS Q1)

Ong, H. B., & **Choon, S. W.** (2018). Urban lifestyle in the Klang Valley. *International Journal of Social Economics*, 45(3), 508-523. (Scopus Q2)

Tan, S. H., Habibullah, M. S., Tan, S. K., & **Choon, S. W.** (2017). The impact of the dimensions of environmental performance on firm performance in the travel and tourism industry. *Journal of environmental management*, 203, 603-611. (WOS Q1)

Kok, Y. S., Tan, S. K., & **Choon, S. W.** (2017). A review of cultural and creative 'matters'. *International Journal of Innovation and Business Strategy*, 8(2), 40-46.

Choon, S. W., Tan, S. H., & Chong, L. L. (2017). The perception of households about solid waste management issues in Malaysia. *Environment, development and sustainability*, 19(5), 1685-1700. (WOS Q2)

Choon, S. W. & Goh, H. H. (2016). A Proposed Urban Environmental Sustainability Indicator Framework: The Case of Malaysia. *WSEAS Transactions on Business and Economics*, 13, 522-528. (Scopus Q3)

Choon, S. W., Siwar, C., Pereira, J. J., Jemain, A. A., Hashim, H. S., & Hadi, A. S. (2011). A sustainable city index for Malaysia. *International Journal of Sustainable Development & World Ecology*, 18(1), 28-35. (WOS Q2)

Book Chapter

Choon, S. W., Siwar, C., Pereira, J. J., Jemain, A. A., & Hashim, H. S. (2014). Concepts & Initiatives of Developing Sustainability Indicators, *Sustainable Development: Ideal & Reality*. Dewan Bahasa & Pusaka and UKM.

Choon, S. W., Siwar, C., Pereira, J. J., Jemain, A. A., & Hashim, H. S. (2014). Application of Sustainable City Index for selected State Capitals in Malaysia, *Sustainable Development: Ideal & Reality*. Dewan Bahasa & Pusaka and UKM.

Choon, S. W., Siwar, C., Pereira, J. J. & Jemain, A. A. (2008). A Review on the Ongoing Initiatives of Sustainable Development Indicators, *Linking Rural Poverty and Environment: Governance and Sustainable Development Policies*. UKM Press.

Conference

Tey, R., **Choon, S. W.** & Tan, S. H. (2022) The Impact of Climate Change on Farming Management in Cameron Highlands, Abstract Conference Proceeding of IIARP International Conference on Economics, Business, Tourism & Social Science, May 15, 2022, Kuala Lumpur, Malaysia.

Choon, S. W., Yong, C. C. & Tan, S. K. (2016) Improving Life Satisfaction through Optimism, Abstract Conference Proceeding of 10th International Conference on Business, Economics, Social Science & Humanities- BESSH-2016, November 12-13, 2016, Taipei, Taiwan.

Tan, S. K., Tan, S. H., **Choon, S. W.** & Kok, Y. S. (2016) A Framework of Creative Cultural Trades in World Heritage Site: George Town, Abstract Conference Proceeding of 10th International Conference on Business, Economics, Social Science & Humanities- BESSH-2016, November 12-13, 2016, Taipei, Taiwan.

Yong, C. C., **Choon, S. W.** & Tan, S. K. (2016). Happiness Measurement in Malaysia: Issue and Challenges, Conference Proceeding of International Conference on Sustainable and Inclusive Governance @ Pangkor Dialogue 2016, 4 September 2016, Aman Jaya Convention Center, Casuarina @ Meru Hotel Ipoh, Perak, Malaysia.

Choon, S. W. & Siwar, C. (2000). Privatization of Municipal Solid Waste Management in South Province of Peninsular Malaysia, Proceeding of Policies to Improve the Quality of Municipal Solid Waste Management in Malaysia Conference, Dec 1-3, Port Dickson. Malaysia.

Ali, H. & **Choon, S. W.** (2000). Household Behavior and Attitude on Privatization of Solid Waste Management in Urban Area of Malaysia, Proceeding of Policies to Improve the Quality of Municipal Solid Waste Management in Malaysia Conference, Dec 1-3, Port Dickson. Malaysia.

Ali, H. & **Choon, S. W.** (2000). Household Behavior and Attitude on Solid Waste Management in Urban Area of Malaysia, Proceeding of Policies to Improve the Quality of Municipal Solid Waste Management in Malaysia Conference, Dec 1-3, Port Dickson. Malaysia.