


Curriculum Vitae for XMUM Official Website

	Name	Dr. Ann Selvaranee Balasingam
	Current Position	Senior Lecturer
	Administrative Position (if applicable)	Not applicable
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	Programme	School of Economics and Management
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BIOGRAPHY

An experienced lecturer, administrator, and researcher in the field of business, tourism, and hospitality. A proven problem solver and strong communicator with managers, students, co-workers, and university stakeholders in both written and verbal forms.

RESEARCH INTERESTS

Sustainable Tourism and Hospitality Management

EDUCATIONAL BACKGROUND

- PhD in Tourism, University Putra Malaysia, Malaysia (2018)
- MBA, University OF Western Australia (2002)
- Masters of Christian Studies, Seminary Theology Malaysia (2023)
- Bachelor of Business (Double Major in Hospitality and Accounting), Edith Cowan University, Australia (2000)

WORKING EXPERIENCE

- Part-Time Lecturer, School of Hospitality and Service Management, Sunway University, Malaysia (2022 to 2023).
- Head of School, Faculty of Business, Nilai University, Malaysia (2020 to 2022).
- Senior Lecturer, Faculty of Business, Nilai University, Malaysia (2011 to 2020).
- Lecturer, School of Hospitality, Sunway University, Malaysia (2008 to 2011).
- Manager, Accor Asia Pacific Resorts, Australia (2004 to 2006).
- Front Office Supervisor, Accor Asia Pacific Resorts, Australia (2003 to 2004.)
- Guest Relations Officer, Pan Pacific KLIA, Malaysia (2001 to 2002).

RESEARCH EXPERIENCE / GRANTS

- Balasingam, A. S. (2018) Multi-Dimensional Perspective of Homestay Sustainability in Malaysia Moderated by Carrying Capacity. (Doctoral dissertation). University Putra Malaysia

REPRESENTATIVE PUBLICATIONS

Book Editor

Balasingam, AB and Yue Ma, (Eds.) 2022, Asian Tourism Sustainability (Perspectives on Asian Tourism) 1st edition. Springer.

Book Chapters

Balasingam, AS and Salamiah A Jamal (2023), Strategi Pemulihan Industri Pelancongan Pasca Covid-19 (Post Covid-19, Tourism Industry Recovery Strategy), Industri Hospitaliti dan Perkhidmatan Makanan, Era Pasca COVID-19, Chapter 2, Penerbit University Technology Mara Press.

Balasingam, AS and Yue Ma (2022), Asian Tourism Sustainability, Chapter 1: The evolution of sustainable tourism in Asia, Springer.

Balasingam, AS (2022) Asian Tourism Sustainability, Chapter 3: Local community participation towards Malaysian Homestay Sustainability, Springer.

Balasingam, AS (2021) Ecotourism and Rural Community Development, Chapter 5: "Sustainability of Malaysian Homestays: Multiple Stakeholder Perspectives", University Malaysia Kelantan Publishers.

Journal Publications

Mohd Hafiz Hanafiah, Ann Selvaranee Balasingam, Vikneswaran Nair, Mohd Raziff Jamaluddin, Mohd Salehuddin Mohd Zahari, (2021). Implications of COVID-19 on Tourism Businesses in Malaysia: Evidence from a Preliminary Industry Survey, APJIHT Vol. 10 No. 1 March 2021 pp. 81–94.

Balasingam, A. S., Hussain, K., & Manaf, A. (2020). Industry perspectives on Malaysian hotel minimum wage issues. *Worldwide Hospitality and Tourism Themes*.

Balasingam, A.S., Bojei, J. (2019). Homestay owners' Perspective of Economic Sustainability of the Registered Malaysian Homestay. *Pertanika J. Soc. Sci. & Hum.* 27 (2): 1367 – 1390.

Chong, N. and Balasingam, A.S., (2018). Tourism Sustainability: Economic Benefits and Strategies for Preservation and Conservation of Heritage Sites in Southeast Asia. *Tourism Review*.

Balasingam, A. S., Bojei, J., Awang, K. W., & Mohd Radzi, S. (2017). Institutional Sustainability of Malaysian Homestays: Government Perspective. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 9(3), 85-103.

Conference Papers

Balasingam, A.S., Hanafiah, M.H. & Nair, V. (2021). Implications of COVID-19 pandemic on tourism businesses in Malaysia: Evidence from a longitudinal industry perception survey, Proceedings of International Conference on Multidisciplinary Innovation and Economics (ICMIE 2021), Nilai University (virtual), Negeri Sembilan, Malaysia from 8 - 9 September 2021,

Balasingam, A.S. (2018). Homestay Sustainability: Entrepreneurs' Perspective of Destination Competitiveness in West Malaysia, Asian Conference on Entrepreneurship, Nilai University.

Thesis

Balasingam, A. S. (2018) Multi-Dimensional Perspective of Homestay Sustainability in Malaysia Moderated by Carrying Capacity. (Doctoral dissertation). University Putra Malaysia.