



DR. PAVITIRA MANOGARAN

PROFESSIONAL DETAILS

-  Senior Lecturer (DS51)
-  Faculty of Hospitality, Tourism and Wellness
-  Universiti Malaysia Kelantan
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-  pavitira.m@umk.edu.my
-  <https://www.linkedin.com/in/pavitiramano/>
-  English, Malay, Tamil

EDUCATION

Doctor of Philosophy in Business Information Technology

 *Passed with Minor Corrections*

 **Universiti Sains Malaysia** 2019 - 2023

Thesis: Determinants of National Digital Identity Verification Platform Acceptance among Young Investors in Malaysia

Master of Business Administration

 *Dean's List Award*

 **Universiti Sains Malaysia** 2017 - 2019

Thesis: The Antecedents of Job Performance Among Nurses Working in Malaysian Government Hospitals, Age Being A Moderator

Bachelor of Entrepreneurship (Hospitality) with Honours (Excellence)

 *First Class Degree Award*

 *5 times Dean's List Award*

 **Universiti Malaysia Kelantan** 2013 - 2017

Thesis: The Motivational Factor That Influence Student's Intention to Join Volunteerism

EDUCATION SPONSOR

Jabatan Perkhidmatan Awam (JPA) scholarship for Bachelor's Degree, Master's Degree, and PhD

ACADEMIA EXPERIENCE

1. Senior Lecturer (DS51)

 **Universiti Malaysia Kelantan** 2024 - Current

I specialize in delivering lectures, crafting curricula, and collaborating on innovative teaching methods. My role includes grading assessments, actively engaging in research, and contributing to academic publications. With a commitment to fostering a conducive learning environment, I provide support to both students and colleagues.

INDUSTRY EXPERIENCE

1. Research Consultant

 **Brain Home Services** 2023 - 2023

Meticulously offered consultation and technological integration support for small and medium-sized enterprises (SMEs), engaging in thorough research using diverse sources such as online databases and academic journals. Employing statistical tools, I analyzed data to discern trends and provided insightful interpretations crucial for informed decision-making. Prepared well-structured reports, market analyses, training materials, and tailored presentations aligned with specific project requirements. Prioritized safeguarding sensitive information throughout the consultation and technology integration process for SMEs.

2. Sales Specialist

 **Allianz General Insurance** 2017 - 2023

 **YTL Digital Sdn. Bhd.** 2015 - 2015

With a dedicated focus on enhancing user experience, I excelled in creating and maintaining exhaustive product documentation encompassing user manuals, guides, and FAQs, ensuring seamless accessibility to essential product information for customers. Adept at cultivating a profound understanding of all products and their features, I specialized in showcasing the benefits to precisely address the unique needs of my clientele. Through the establishment of strong client relationships, I consistently promoted customer retention and satisfaction by delivering personalized and effective support. Additionally, my commitment to staying abreast of the latest products, marketing trends, digital tools, and emerging technologies ensured that my offerings remained innovative and aligned with evolving market dynamics.

3. Customer Service Executive

 **TAD Solutions Sdn. Bhd.** 2017 - 2018

Demonstrating a proactive approach to customer service, I adeptly prioritized customer needs, addressed concerns, and ensured overall satisfaction through timely and responsive assistance across various communication platforms. My proficiency extended to skillfully mediating and resolving issues between customers and management, always striving for mutually beneficial solutions that enhanced the overall customer experience. I actively contributed innovative ideas aimed at optimizing operational efficiency through the strategic integration of technology, ensuring a forward-thinking approach to continuous improvement in customer service endeavors.

4. Intern - Front Office Specialist

 **Eastern and Oriental Hotel** 2017 - 2017

I actively supported various departments, including Front Office, Housekeeping, Food and Beverage, and Sales and Marketing, to gain a holistic understanding of hotel operations. My commitment was evident in my role facilitating smooth guest check-in and check-out processes, ensuring a warm and welcoming experience. Engaging with guests, I provided exceptional customer service by promptly addressing inquiries and concerns. Embracing the valuable opportunity to learn from seasoned professionals, I was committed to acquiring practical knowledge of the hospitality industry. With a proactive and positive attitude, I approached the hotel's internship program as a platform for continuous learning and growth, showcasing my eagerness to contribute effectively to the dynamic world of hospitality.

RESEARCH PROFILES

Scopus:

<https://www.scopus.com/authid/detail.uri?authorId=58299528000>

ORCID ID:

<https://orcid.org/0000-0002-3434-9505>

ResearchGate:

https://www.researchgate.net/profile/Pavitra_Manogaran2

Google Scholar:

<https://scholar.google.com/citations?user=t55HTjEAAAAJ&hl=en&oi=ao>

WOS:

<https://www.scopus.com/authid/detail.uri?authorId=58299528000>

GUEST SPEAKER

Postgraduate Studies: Pros and Cons 2022

Invited as a guest speaker to deliver a talk to final-year students on pursuing postgraduate studies and strategies for winning scholarships, drawing upon personal experiences and knowledge of the application process.

CONFERENCE

PRESENTATIONS

1. 2nd International Conference on Business Sustainability and Innovation (ICBSI 2020) Virtual Conference, Universiti Sains Malaysia
Paper: Determinants of Smart City Acceptance Among Malaysian Citizens in Post Covid-19 Pandemic – Experience and Smart Governance as Moderators: A Conceptual Model

2. 3rd International Conference of Business Communication (ICBC 2014) Swiss Garden Hotel & Residence, Kuala Lumpur
Paper: Tutoring Service for Dropouts Kids

AWARD RECEIVED

1st Best Student Forum Business Plan Award
"Tutoring Service for Dropouts Kids"

CERTIFICATIONS

PCEIA General Insurance AB
Malaysian Insurance Institute
Issued Sep 2017

Level 2 Certificate in Book-keeping & Accounts
London Chamber of Commerce and Industry
Issued Dec 2011

PUBLICATIONS

Journal Publications

1. **Manogaran, P.**, & Muthuveloo, R. (2019). The Antecedents of Job Performance Among Nurses Working in Malaysian Government Hospitals, Age Being a Moderator. *The Malaysian Journal of Nursing*, 11(1), 3-9.

2. **Manogaran, P.**, & Ping, T. A. (2022). Determinants of National Digital Identity Verification Platform Acceptance Among Young Investors in Malaysia. *Journal of Governance and Integrity*, 5(3), 308-316.

3. **Manogaran, P.**, & Teoh, A. P. (2023). Determinants of Smart City Technology Acceptance: Role of Smart Governance as Moderator. *Journal of Governance and Integrity*, 6(1), 515-528.

4. **Manogaran, P.**, & Ping, T. A. (2023). The Mediating Role of Trust in National Digital Identity Verification Platform Acceptance: A Conceptual Paper. *International Journal of Business and Technology Management*, 5(3), 312-320.

5. **Manogaran, P.**, & Ping, T. A. (2023). Adoption of Digital Identity in Malaysia Financial Markets: Moderating Role of Fear of Cyberattacks. *Journal of Harbin Engineering University*, 44(11), 18-31.

6. **Manogaran, P.**, & Teoh Ai Ping. (2023). The Mediating Role Of Trust In National Digital Identity Verification Platform Acceptance: The Malaysian Young Investor's Perspective. *(Under Review)*

Book/Chapter in Book

1. **Manogaran, P.** & Aliah, M. (2024). Home Gardening: Enabling Grassroots Efforts in a Socialist Society, Penang. In Shukla, K., Patil, Y. B., Estoque, R. C., & López de Haro, P. A. (Eds.), *Quality of Life and Climate Change: Impacts, Sustainable Adaptation, and Social-Ecological Resilience*. IGI Global.

EXPERTISE TO UN SDG



REFERENCES

1. Associate. Professor. Ts. Dr. Teoh Ai Ping
DBA Programme Manager
Universiti Sains Malaysia
Email: apteoh@usm.my

2. Miss Nur Aliah Mansor
Lecturer
Universiti Tunku Abdul Rahman
Email: aliah@utar.edu.my

3. Miss Chloe Loo Choon Lin
Business Development Manager
Allianz General Insurance Company
Email: loo.choonlin@allianz.com.my