DR. PAVITIRA A/P MANOGARAN (02028A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
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A. PERSONAL DETAILS

UMK JOIN DATE	16-Jan-2024
DATE OF APPOINTMENT FOR CURRENT POSITION	16-Jan-2024
DATE OF CONFIRMATION FOR CURRENT POSITION	28-May-2025
EDUCATION(S)	• **(2023) UNIVERSITI SAINS MALAYSIA** IJAZAH DOKTOR FALSAFAH TEKNOLOGI MAKLUMAT DALAM PERNIAGAAN • **(2019) UNIVERSITI SAINS MALAYSIA** IJAZAH SARJANA • **(2017) UNIVERSITI MALAYSIA KELANTAN** IJAZAH SARJANA MUDA • **(2013) KOLEJ MATRIKULASI SELANGOR** MATRICULATION/FOUNDATION SAINS • **(2011) SMK CONVENT BUTTERWORTH** SPM
GROUP OF EXPERTISE	• Hospitality Management (F0711080202)
AWARD(S)	
WORKING EXPERIENCE(S)	• SALES SPECIALIST | YTL COMMUNICATIONS 01-May-2015 - 31-May-2015 • FRONT OFFICE SPECIALIST | EASTERN & ORIENTAL HOTEL 01-Feb-2017 - 31-May-2017 • CUSTOMER SERVICE EXECUTIVE | TAD SOLUTIONS SDN BHD 01-Jun-2017 - 30-Jun-2018 • SALES SPECIALIST | ALLIANZ GENERAL 11-Sep-2017 - 31-Dec-2023 • SALES SPECIALIST | BERJAYA SOMPO 11-Sep-2017 - 31-Dec-2023 • RESEARCH CONSULTANT | BRAIN HOME SERVICES 01-Jun-2023 - 31-Dec-2023
PROFESSIONAL MEMBERSHIP(S)	• THE MALAYSIAN INSURANCE INSTITUTE | MEMBER | NATIONAL 10-Sep-2017 - 10-Sep-2116

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HFT20803 - ENTERPRISE MANAGEMENT • HGS60104 - TECHNOLOGY APPLICATION IN HOSPITALITY AND TOURISM • HHS10103 - INTRODUCTION TO HOSPITALITY INDUSTRY • HPT20303 - TECHNOLOGY AND INFORMATION IN BUSINESS • HPT20403 - ENTERPRISE MANAGEMENT • HPT30103 - RESEARCH METHODOLOGY

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Muhamad Nasyat Muhamad Nasir, Nur Ida Fatihah Che Shalifullizam, P Manogaran. (2025). Geospatial Influences on Coffee Shop Revisit Intentions in Malaysia: A Stimulus-Organism-Response (SOR) Framework. Atelie Geografico , Vol. 19(1) , pp. 6-34. https://doi.org/10.5216/ag.v19i1.80119
PROCEEDING(S)	1. Pavitira A/P Manogaran, Nurallya Jokopurwanto, Nur Shazwin Mohd. Ludin, Muhammad Wai Iylia Ramzan, Nur Ilmi Fatini Ghani. (2024). Factors Influencing Consumer Satisfaction with Food Delivery Service: A Study on FoodPanda Application in Kota Bharu, Kelantan. In e-Proceeding Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 160-165. UMK Press.
BOOK(S)	
CHAPTER(S)	1. P Manogaran. (2025-09). Cheese with everything ¿ including lobster. In Cheese experiences across cultures (pp. 215-216). Universitat de Girona. https://doi.org/10.33115/b/9788484587354 2. Nor Aliah Mansor, M Pavitira. (2025). Chapter 9: Kopi Kampung: Nostalgia, Cultural Heritage, and Regenerative Tourism in Malaysia. In Regenerative Tourism Practices: Beyond Sustainability (pp. 241-256). Universiti Tunku Abdul Rahman Press. 3. Pavitira A/P Manogaran, M Vishakini, Mohammed Ruqaimi Remeli. (2024-12-02). Navigating Sustainability: Addressing Plastic Waste and Health Risks in Food Delivery Services in Malaysia. In Technological Innovations in the Food Service Industry (pp. 101 - 115). IGI Global. https://doi.org/10.4018/979-8-3693-7683-6.ch006 4. Pavitira A/P Manogaran, Nor Aliah Mansor. (2024-03-07). Home Gardening: Enabling Grassroots Efforts in an Urban Socialist Society, Penang. In Quality of Life and Climate Change: Impacts, Sustainable Adaptation, and Social-Ecological Resilience (pp. 400 - 415). IGI Global. https://doi.org/10.4018/978-1-6684-9863-7.ch020
OTHER(S)	1. P Manogaran. (2026-06). From War to Wi-Fi: Navigating the Challenges of Online Learning. Penerbitan Korporat UMK. 2. P Manogaran. (2026-06). Pelajar FHPK Cemerlang ke Pentas Akhir Trailblazer Cup 2026. Penerbitan Korporat UMK. 3. P Manogaran. (2026-06). Atlet FHPK Cemerlang di Kejohanan KRISMA 2025 Fasa 3. Penerbitan Korporat UMK. 4. P Manogaran. (2026). Passing the Baton: Preserving Legacy In Family Businesses. UiTM Cawangan Terengganu. 5. Mohd Fadil Mohd Yusof, Mohamad Pirdaus Yusoh, Ahmad Fahme Mohd Ali, Pavitira A/P Manogaran, Abdullah Muhamed Yusoff, Siti Salina Saidin, Bibi Nabihah Abdul Hakim, Norsyamlina Che Abdul Rahim, Norizan Musa, Muhammad Firdaus Bin Bidin, Mohammad Syakir Zainozaman, Hazzyati Hashim. (2025-12). LENSA FHPK (edisi Disember 2025). Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 6. P Manogaran. (2025-10). Beyond Copy-Paste: Are Our Students Really Ready For AI In Education. UMK Corporate Publication. 7. Pavitira A/P Manogaran. (2025-07). Lawatan Akademik International Faculty Exchange Program (IFEP) di Chandigarh University, India. Penerbitan Korporat UMK. 8. Pavitira A/P Manogaran. (2025-07). Chatgpt: Peluang atau Cabaran dalam Pendidikan?. Penerbitan Korporat UMK. 9. Norizan Musa, Pavitira A/P Manogaran. (2025-07). Program Mobiliti Tourism International Mobility & Entrepreneurship Management ke Lombok, Indonesia. Penerbitan Korporat UMK. 10. Pavitira A/P Manogaran. (2025-07). Kerjasama Strategik Bersama Universitas Mataram (UNRAM), Indonesia. Penerbitan Korporat UMK. 11. Pavitira A/P Manogaran. (2025-03-24). Passion Over Paycheck: The Inspiring Story of Dr. Leow Voon Meng, a Pillar In Government Healthcare. 300th. 12. Pavitira A/P Manogaran. (2025-02-23). Why Are Malaysians Reluctant to Register for MyDigital ID? A Reality Check on Data Privacy. 300th. 13. Pavitira A/P Manogaran. (2025-02-01). The Price of a Concert: Beyond the Music, the Waste, and the Hidden Costs. 300th. 14. Pavitira A/P Manogaran. (2025-02). Continuing a Family Business: A Successor¿s Journey. 300th. 15. Pavitira A/P Manogaran. (2025-01-31). Penang, KL, Kelantan: Same Country, Different Stress Levels!. 300th. 16. Pavitira A/P Manogaran. (2025-01-27). The Dark Side of Academia Every Young Academician Should Know. 300th. 17. Pavitira A/P Manogaran. (2025-01-19). Mastering the Pillars of Business Success: Financial, Technology, and Legal Knowledge. 300th. 18. Pavitira A/P Manogaran. (2025). Jabatan Hospitaliti Memupuk Usahawan Muda Melalui Restoran Kendalian Pelajar. 19. Pavitira A/P Manogaran. (2025). Memperkasakan Pembelajaran Melalui Smart Classroom. Penerbitan Korporat UMK.
RESEARCH(S)	
SUPERVISION	• **Membangun Dan Menguji Keberkesanan E-modul Garde Manger Dengan Bantuan Kecerdasan Buatan (ai) Dalam Kalangan Pelajar Diploma Seni Kulinari Di Kolej Vokasional Tanah Merah** | CO SUPERVISOR FOR A MASTER'S STUDENT

RESEARCH AWARD (S)	

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	