

Curriculum Vitae

Meenchee Hong

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Address: 3A, Taman Jelutung, Kuala Nerang, 06300 Kedah, Malaysia.
Education: PhD (Economics), James Cook University, Australia (2017)
Master of Economic Management, Universiti Sains Malaysia (2003)
B.A. Social Science (Honours) (Economics), Universiti Sains Malaysia (2000)
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CURRENT STATUS

Senior Lecturer (Economics), Graduate School of Business, University Sains Malaysia.

Papers Submitted for Publication

1. Malaysia's exports to China: does diplomatic relationship matter?
Submitted to the Economic Papers
2. Exchange Rate Exposure and Crude Oil Price: The Case of an Emerging Market
Submitted to the Asian Academy Management Journal of Accounting and Finance
3. Chinese Muslim's choice of halal products: evidence from stated preference data
Submitted to the Journal of Asia Pacific Economy

Papers Presented at Conferences

1. Title: Which are more authentic? The conceptualization of trust in halal consumption.
Presented at the International Conference on Business Sustainability and innovation 2018, Penang, Malaysia.
Best paper award.
2. Title: Determinants of Chinese Muslims' consumption of halal products: evidence from revealed preference data.
Presented at the 28th Chinese Economics Society Australia Conference 2016, Cairns, Australia.
3. Title: Malaysia's exports to China: does diplomatic relationship matter?
Presented at: The 26th Chinese Economics Society Australia Conference 2014, Melbourne.

PUBLICATIONS

Journal Articles

1. N. Tran, C. Crissman, A. Chijere, M.C. Hong, S. J. Teoh, and R. O. Valdivia. (2013) Ex-ante assessment of integrated aquaculture-agriculture adoption and impact in Southern Malawi. CGIAR Research Program on Aquatic Agricultural Systems. Penang, Malaysia. Working Paper: AAS-2013-03.
2. D.C. Israel, M. Ahmed, E. Petersen, B. H. Yeo and M.C. Hong (2007) Economic Valuation of Aquatic Resources in Siem Reap Province, Cambodia. *Journal of Sustainable Agriculture. Vol. 31 No.1 Page 111-135 2007.*
3. M.C. Hong and Narayanan, Suresh (2006) Restoring the Shine to a Pearl: Recycling Behavior in

Book Chapters

1. **Meenchee Hong**, Zhang-Yue Zhou and Guanghua Wan (2017). Food security in Pakistan Bangladesh, Indonesia and Singapore. In: Zhang-Yue Zhou and Guanghua Wan (Eds), *Food insecurity in Asia: Institutions matter*. Tokyo: Brookings.
2. Zhang-Yue Zhou, **Meenchee Hong** and Guanghua Wan (2017). Review of literature. In: Zhang-Yue Zhou and Guanghua Wan (Eds), *Food insecurity in Asia: Institutions matter*. Tokyo: Brookings.
3. Zhang-Yue Zhou, **Meenchee Hong**, Guanghua Wan and Rabiul Beg (2017). Achieving food security in Asia: cross-country experiences and lessons. In: Zhang-Yue Zhou and Guanghua Wan (Eds), *Food insecurity in Asia: Institutions matter*. Tokyo: Brookings.
4. Zhang-Yue Zhou, Guang-Hua Wan, and **Meen Chee Hong** (2017). Asia's Food Security in the Past 50 Years: Achievements and Challenges. In: Zhang-Yue Zhou and Guanghua Wan (Eds), *Food insecurity in Asia: Institutions matter*. Tokyo: Brookings.
5. Yeo, B. H., D. Squires, K. Ibrahim, H. Gjertsen, S. K. Syed Mohd. Kamil, R. Zulkifli, T. Groves, Dutton, P. H., **M. C. Hong**, and C. H. Tan (2011). Sea turtle-fisheries interactions in coastal fisheries: A case study of east coast Peninsular Malaysia. In: Dutton, P. H., Squires, D. and Ahmed. M (Eds.), *Conservation of Pacific Sea Turtles* (290-318). Honolulu: University of Hawai'i Press.
6. Yeo, B. H., D. Squires, K. Ibrahim, H. Gjertsen, S. K. Syed Mohd. Kamil, R. Zulkifli, T. Groves, Dutton, P. H., **M. C. Hong**, and C. H. Tan (2011). Can coastal fisheries bear the cost of sea turtle conservation? Evidence from the east coast of Peninsular Malaysia. In: Dutton, P. H., Squires, D. and Ahmed. M (Eds.), *Conservation of Pacific Sea Turtles* (319-349). Honolulu: University of Hawai'i Press.
7. Yeo, B. H., D. Squires, K. Ibrahim, H. Gjertsen, S. K. Syed Mohd. Kamil, R. Zulkifli, T. Groves, **M. C. Hong**, and C. H. Tan (2007). Fisher profiles and perceptions of sea turtle-fishery interactions: case study of east coast Peninsular Malaysia. WorldFish Center Discussion Series No.6. Penang, Malaysia: the WorldFish Center.

Report

1. Sheriff, N., Joffre, O., **Hong, M.C.**, Barman, B., Haque, A.B.M., Rahman, F., Zhu, J., Nguyen, H. van, Russell, A., Brakel, M. van, Valmonte-Santos, R., Werthmann, C. and Kodio, A. 2010. Community-based fish culture in seasonal floodplains and irrigation systems. Colombo, Sri Lanka: CGIAR Challenge Program on Water and Food.

EMPLOYMENT EXPERIENCES

The WorldFish Center, HQ, Malaysia (one of the fifteen centers of the Consultative Group on International Agricultural Research, CGIAR)

Research Analyst - (2006- 2013)

Research Assistant - (2003 – 2005)

- Responsible for research design and planning, methodology development, literature review, conduct field work and participatory approach.
- Responsible for database design, collection, implementation and maintenance of systems for

data capture, storage, retrieval and analysis of projects. Specialized in income and livelihood data analysis, quantitative and qualitative data management.

- Preparation of scientific publications, dissemination of the project results and preparation of project reports.
- Conduct conferences, workshops, data management training courses, field works and other activities related to research.
- Involve in managing project budget allocation, project administrative and submission of donor reports.
- Sustain and facilitate communications with project partners and collaborators in East and South East Asia, Africa and related teams outside HQ.

Project experiences:

Sustainability Ethical Aquaculture Trade (2010-2012)

Donor: European Commission (EC) Total grant: EUR5,815,578.00

Project country: Bangladesh, China, Thailand, Vietnam

- Literature review on global value chain of main project species in Asia and Europe
- Conduct technical efficiency analysis and livelihood analysis in the 4 participating countries.
- Prepare and conduct farm level survey and dissemination workshop
- Prepare technical reports, papers (publication) and policy briefs.

2010-2012 Sea Ranching and Breeding of Sandfish in Malaysia

Donor: Malaysian Agricultural Research and Development Institute Total grant: USD 90,000

Project country: Malaysia

- Conduct a market survey on sandfish for human consumption in Penang for assessing the demand and supply patterns
- Annual report writing

Community-based Fish Culture in Irrigation Systems and Seasonal Floodplains (2006-2010)

Donor: Challenge Program Water and Food (Sri Lanka) Total grant: USD1,697,910.00

Project country: Bangladesh, Cambodia, China, Mali, Vietnam

- Design and conduct data management training in partner countries
- Analysis of quantitative data from project countries
- Responsible for coordination of research activities in China
- Design and conduct of qualitative data collection at four project sites
- Development of final Country Report for China
- Support to Project Leader in project administration and reporting

Valuation of Wetlands Living Aquatic Resources in the Yellow River Basin (2009-2010)

Donor: Challenge Program - Water and Food (CGIAR) Total grant: USD468,293.00

Project country: China

- Work closely with project consultant in developing research methodology and implementation
- Responsible for design, collecting, implementing and maintaining systems for data capture, storage, retrieval and analysis of projects.
- Design and conduct of qualitative and quantitative data collection at project sites.
- Assist in organizing and facilitating project workshops.

- Assist in producing technical and donor reports

Understanding the Socioeconomic Linkages of Fisheries and Sea Turtles Impact (2005-2006)

Project country: Malaysia

- Conducted site survey and data collection in Terengganu
- Responsible for data management and analysis.
- Assisted in producing report and publication

Community Based Fisheries Management (CBFM) Program in South and Southeast Asia Component (2005)

Project country: Bangladesh, Vietnam

- Responsible for project household consumption and market survey data capture, storage, retrieval and management.
- Conducted and facilitated Data Management and Analysis Training Workshop in Can Tho University
- Sustained communications & coordination with research partners in Vietnam and Bangladesh.

Mekong Learning Initiative- Phase 2 (2005)

- Assisted in report writing and forum preparation.
- Assisted in report writing.

Aquatic Resources Valuation and Policies for Poverty Elimination in the Lower Mekong Basin (2003 – 2005)

Donor: Department for International Development (DFID)

Project country: Cambodia

- Responsible for design, collecting, implementing and maintaining systems for data capture, storage, retrieval and analysis of projects.
- Identified solutions to problems in project management at in the absence of more senior research staff.
- Assisted in project management and administration at the HQ level and also facilitate communications on administrative matters with related teams outside HQ.
- Assisted in the preparation of publications at the scientific, extension and popular press level, dissemination of the project results, preparation of progress reports and other publications as directed.

Strategies and Options for Increasing and Sustaining Fisheries and Aquaculture Production to Benefit Poor Households in Asia.” ADB RETA 5945 Project (2003-2004)

- Assist in facilitating data management training workshop
- Assist in workshop preparation
- Assist in preparation of presentations

Institutional support- Provide relevant support/ assist for center related projects, reports, publications, workshops, trainings and other activities.

- Editorial team of WorldFish Center Quarterly Newsletter (2005).

- Assisted in Training Workshop on Natural Resources Economics and Research Methods (23rd Feb – 3rd March 2004).
- Assisted in preparing of PowerPoint Presentation for Supply-Demand Writing Workshop (1st – 14th June 2004)
- Assisted in administrative task for Sea Turtle workshop (16th – 17th August 2004)
- Assist in Coral Reef Valuation and Management Project in publication (2004).
- Assisted in preparation of International Workshop on Fisheries Co-Management (3-5 Oct 2004) and Consultative Workshop (6-7 Oct 2004).
- Attended and assist in Training Workshop on Analysis and Projections of Fish Demand and Supply in Asia (August 2003).
- Assisted in Fish to 2020 book launching (2003).
- Assisted in Bellagio Sea Turtle project (2003).

FIELD WORKS/WORKSHOPS/ CONFERENCES

- 2012 October **WorldFish Center, European Union, University of Stirling**, Sustainable Ethical Aquaculture Trade project's PhDs and research analysts seminar in Scotland.
- 2011 March –April **WorldFish Center, European Union**, Sustainable Ethical Aquaculture Trade Research and Evaluation Workshop in China and Thailand.
- 2009 **WorldFish Center, Yunnan Fisheries Bureau**, Project progress evaluation survey. Yunnan, China.
- 2009 **WorldFish Center, Yunnan Fisheries Bureau**, project progress evaluation survey.
- 2008 **WorldFish Center, China Academy of Fisheries Science**, project mid-term review workshop. Beijing China 2008.
- 2008 **WorldFish Center, China Academy of Fisheries Science**, methodology development and field survey planning in Henan and Shandong. China 2008.
- 2008 **WorldFish Center, China Academy of Fisheries Science**, research planning meeting and project inception workshop. Beijing March 2008.
- 2008 **WorldFish Center, Bangladesh Agriculture Research Center**, research planning and trainer for the Database Management and Analysis Training. Dhaka February 2008
- 2008 **WorldFish Center, Africa Rice Center, Mali Institute of Rural Economic**, research planning and proposal development for West Africa. Mali January 2008.
- 2007 **WorldFish Center, Cambodia Department of Fisheries, Vietnam Research Institute of Aquaculture 2, Freshwater Fisheries Research Center**, research planning and trainer for the "Database Management and Analysis Training" for the project titled Community-based Fish Culture in Irrigation Systems and Seasonal Floodplains. March 2007, Phnom Penh and Ho Chi Minh City; July 2007 China.
- 2006 **WorldFish Center, Cambodia Department of Fisheries** Coordinator Publication of Technical Reports for Mekong Valuation Project
- 2006 **WorldFish Center** Co- editor. WorldFish Center in-house newsletter publication, the Fish Tales
- 2005 **WorldFish Center** Enumerator Research project on the Understanding the Socioeconomic Linkages of Fisheries and Sea Turtles Impact, 19th – 29th September 2005, Terengganu, Malaysia
- 2005 **WorldFish Center, Vietnam Can Tho University** Co-coordinator and co-facilitator of the "Training Workshop on Database Management and Analysis", 27th - 29th July 2005, Can Tho,

Vietnam.

2004 **WorldFish Center** Co-coordinator and co-facilitator of the “Training Workshop on Natural Resources Economics and Research Method”, 23rd Feb – 3rd March 2004, Penang, Malaysia

2004 **WorldFish Center** Preparation of the presentation for the 7th Asian Fisheries Forum. 30 November – 3 December 2004, Penang, Malaysia

2004 **WorldFish Center, Cambodia Department of Fisheries** Co-coordinator and co-facilitator of the “Workshop on the Preliminary Findings and Future Directions of the Mekong Valuation Project”, 4th August 2004, Phnom Penh, Cambodia

2003 **WorldFish Center** Enumerator Mekong Valuation Project 12th – 15th September 2003, Phnom Penh, Cambodia

2003 **WorldFish Center** Co-coordinator and co-facilitator of the “Workshop on Project Methodology and Framework Review for Mekong Valuation Project” 11th September 2003, Phnom Penh, Cambodia

OTHER WORKING EXPERIENCE

Golden Seal (S) PTE LTD, Singapore

Admin and HR Administrator - (2000- 2002)

- Prepare payroll
- Maintain human resource staff by recruiting, selecting, orienting, and training employees.
- Assist with auditing of various payroll data entry (adjunct contracts, medical/dental deductions, timesheets).
- Coordinate, maintain, and generate HR related files and records (personnel files, leaves, etc)
- Process HR documents such as new hire documents, working permit, medical checkup, etc.
- Maintain general office management functions including mail, scheduling meetings, complete work orders, perform routine clerical/secretarial functions.
- Orders and maintains office supplies and forms, checks inventories, and ensures accurate orders are received.
- Process department invoices for payment.