

Vimala Kunchambo
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BIOGRAPHY

Dr Vimala Kunchambo joined Monash University, Malaysia in 2015. As an academic she has 20 years teaching experience in areas involving marketing and consumer behaviour. Prior to the academic career, she has gained corporate exposure in the banking industry. She holds a PhD in marketing from Monash University. Vimala's research interest lies in consumer behaviour, marketing, sustainability and qualitative research.

EDUCATION

Doctor of Philosophy
(Monash University Malaysia) (2015)

Masters of Economics (Business Administration)
(Wakayama University, Japan) (2000)

Bachelor of Economics (Business Administration)
(University Malaya, Malaysia) (1995)

PROFESSIONAL APPOINTMENTS

2015-Current	Monash University Malaysia (Marketing Lecturer)
2001-2010	Tunku Abdul Rahman College (Marketing Lecturer)
1995-2001	Maybank Bhd (Credit Manager)

RESEARCH INTEREST

Consumer behavior, sustainable consumption, food waste management, self and identity, ethnography and qualitative research.

PUBLICATIONS

- Kunchambo, V., Lee, C.K.C., & Brace-Govan, J. (2021). Cultivating Nature Identity and Ecological Worldviews: A Pathway to Alter the Prevailing Dominant Social Paradigm. *Journal of Macromarketing*.
- Chong, C.L., Little, V., Kunchambo, V., and Lee, C.K.C. (2020). Understanding Identity transformation through cultural product consumption. *Advances in Consumer Research*.
- Tjiptono, F., Khan, G., Yeong E.S., and Kunchambo, V. (2020). Generation Z in Malaysia: The Four ‘E’ Generation. In Gentina E. and Parry, M. (Eds.), *The New Generation Z in Asia: Dynamics, Differences and Digitalisations* (p. 149-166). Emerald Publishing Limited.
- Kunchambo, V., Lee, C.K.C. & Little, V. (2019). Mobilizing consumers to embrace the natural world. *Macromarketing Conference, Cleveland, United States*.
- Kunchambo, V., Lee, C.K.C., & Brace-Govan, J. (2018). Ego-self to eco-self: How do we form the ecological self? *Global Marketing Conference, Tokyo, Japan*.
- Kunchambo, V., Lee, C. K. C., and Brace-Govan, J. (2017). Nature as Extended-Self: Sacred Nature Relationship and Implications for Responsible Consumption Behavior. *Journal of Business Research*, 74 (May), 126–132.
- Lee, C.K.C., Kunchambo, V., Rassiah, P. & Fallah, M. (2-6 Dec, 2017). Green hotel practices and the authentic self. *ANZMAC, Melbourne, Australia*.
- Kunchambo, V., Lee, C. K. C., & Brace-Govan, J. (2016). Nature as extended-self: sacred nature relationship and implications for responsible consumption behaviour. *Global Marketing Conference, Hong Kong*
- Fernandez, K.V., Lee, C.K.C., & Kunchambo, V. (2014). Sharing home: A cross-cultural examination of the extended family-self. *ANZMAC, Brisbane, Australia*.
- Little, V., Lee, C.K.C, Nair, S., & Kunchambo, V. (2013). Preserving the green self: Antipodean consumers in Asia. *2013 ANZMAC-GAMMA Joint Symposium, University of Auckland, New Zealand. (‘Highly commended’ award)*
- Kunchambo, V., & Lee, C.K.C. (2012). The meaning of nature and its implications for individual consumption behavior. *Advances in Consumer Research*, 40, 395-402

CURRENT RESEARCH PROJECTS

- Cultivating Nature Identity and Ecological Worldviews: A Pathway to Alter the Prevailing Dominant Social Paradigm. Journal of Macromarketing.
- Common cause or cooptation? Resource contestation in food waste management networks.
- Study from home: E-learning engagement of Generation Z.

CURRENT PhD PROJECTS and SUPERVISION

- From Lurker to Community Cultivator: Understanding the Transformation Process through Cultural Product Consumption.
- Assessing the human-nature relationship paradigm and its effectiveness in increasing engagement in pro-environmental behaviours.

TEACHING EXPERIENCES

- Considerable experience in teaching and advising students at postgraduate and undergraduate levels. Main fields of specialization in teaching include business and marketing related unit, such as Consumer Behaviour, Marketing Strategy, Services Marketing and International Marketing.
- Expertise in teaching qualitative research methodology.

GRANTS RECEIVED

- Research Grant, Monash University Malaysia (2016)
- Research Grant Monash University Malaysia (2018)
- Education Grant Monash University Malaysia (2019)

AWARDS and ACHIEVEMENTS

- Monbusho Scholarship, Japanese Government Scholarship Program (1997).
- Monash Higher Degree by Research Scholarship Program (2012).
- Best Paper Presentation, School of Business, 5th. Monash University Doctoral Colloquium (2012).
- Best Paper Presentation, School of Business, 6th. Monash University Doctoral Colloquium (2013).
- Best Joint Symposium Paper Award, ANMAC-GAMMA Joint Symposium, Auckland (2013).
- Monash University Teaching Award (Blue Letter) (2020)