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Areas of interest: minority ethnic identity formation and negotiation, mixed race, mixed marriage, Peranakan phenomenon, Peranakan Chinese of Kelantan and Terengganu, cultural heritage, local knowledge

Academic qualification:

- Doctor of Philosophy in Ethnic Studies, UKM

Award Received:

- (2015) Excellent Service Award (*Anugerah Perkhidmatan Cemerlang*), UKM
- (2002) University Book Award, UKM

1. RESEARCH

1.1 RESEARCH PROJECTS (LEADER)

- 1) (2020) Sejarah lisan jambatan kesinambungan warisan Cina Peranakan Pantai Timur Semenanjung Malaysia. Skim Geran Penyelidikan Fundamental, FRGS/1/2020/WAB01/UKM/02/2, 2.5 years. Project Leader.
- 2) (2016) Peranakan sebagai konsep analitikal identiti etnik: perekayasaan kearifan tempatan warisan negara. Skim Geran Penyelidikan Fundamental, FRGS/1/2016/SS108/UKM/03/1, 2.5 years. Project Leader.
- 3) (2015) Baju kebaya Peranakan Cina Kelantan. Dana NGO Persatuan Peranakan Cina Kelantan. 1 year. Lead Researcher.
- 4) (2013) Penelitian semula Peranakan sebagai konsep sosial dan identiti etnik dalam masyarakat kontemporari di Malaysia. Geran Galakan Penyelidik Muda, GGPM-2013-035, 2 years. Project Leader.

1.2 RESEARCH PROJECTS (CO-RESEARCHER)

- 1) (2024) United in the Korean Wave: A framework for social cohesion, youth fandom, and digital culture in Malaysia. Geran Galakan Penyelidik Muda, GGPM-2024-067, 2 years. Joint researcher. [01/11/2024-31/10/2026]
- 2) (2021) Projek Kajian Awal Dasar Perpaduan Negeri Selangor by Selangor State Government, 1 year. Joint researcher. [01/03/2021-31/03/2022].
- 3) (2021) Selangor Unity Policy Project, Industry grant, 1 year. Joint researcher. [26/10/2021-26/11/2022].
- 4) (2016) City Plus FM Study. Corporate grant RE-2016-010, 1 year. Joint researcher. [02/11/2016-31/12/2017]
- 5) (2016) Model reka bentuk antara muka berpusatkan budaya bagi meningkatkan keterlibatan dan komitmen pelajar dalam e-pembelajaran di Malaysia. FRGS grant FRGS/1/2016/ICT01/UKM/01/2, 2 years. Joint researcher. [01/08/2016-31/04/2018]
- 6) (2014) Etnisiti dan makanan: proses penyatupaduan bangsa. Dana Pembangunan Penyelidikan Kumpulan Penyelidikan DPP-2014-172, 1 year. Joint researcher. [01/04/2014-31/03/2015]
- 7) (2013) Global benchmarking of ethnic studies programmes/institutes. Dana Pembangunan Penyelidikan PTJ, DPP-2013-138. Joint researcher. [01/01/2013-31/03/2014]
- 8) (2012) Kesepaduan sosial negara. LRGS grant, LRGS/BU/2011/UKM/CMN, 3 years. Joint researcher under Ethnicity in Workplace cluster. [01/02/2012-31/01/2015]
- 9) (2010) Perkahwinan campur dan pembinaan bangsa - kajian rintis. Prime Minister's Office grant, Research code: RE-008-2010, 2 years. Joint researcher. [25/12/2010-31/01/2013]
- 10) (2010) Merdeka Award Secretariat, PETRONAS. Researcher (Environment Award Category and Education and Community Award Category).
- 11) (2005) Korean Wave (*Hallyu*) phenomenon in Malaysia, Ni-Korea, Seoul, South Korea. Research Assistant.

2. PUBLICATION

2.1 JOURNAL ARTICLE

- 1) **Pue Giok Hun.** 2025. Book Review: Lee Yuen Thien: The Baba & Nyonya Renaissance: Identity Maintenance & Shifts. *Anthropos* 120(2): 662-664 (December) (WoS, SCOPUS)
- 2) Jasmine Phang Li Shun, Eric Olmedo & **Pue Giok Hun.** 2024. Book Review: Escobar, A. 1995. Encountering development: the making and unmaking of the Third World. Princeton: Princeton University Press. *Journal of Ethnic and Diversity Studies (JOEDS)* 2(1), <https://joeds.com.my/index.php/home/article/view/35/25>
- 3) **Pue Giok Hun.** 2023. Book Review: Suryadinata, Leo: Peranakan Chinese Identities in the Globalizing Malay Archipelago. *Anthropos* 118(2): 667-669 (WoS, SCOPUS)
- 4) Loo Hong Chuang, **Pue Giok Hun** & Ong Puay Liu. 2021. (Re)placing the Terengganu Peranakan as 'Mek Awang': Making Chinatown and heritagising the Peranakan identities in Kuala Terengganu. *Kajian Malaysia* 39(2): 1-23. (WoS, SCOPUS, ERA) [http://web.usm.my/km/39\(2\)2021/KM39022021_1.pdf](http://web.usm.my/km/39(2)2021/KM39022021_1.pdf)

- 5) Beh Sang How & **Pue Giok Hun**. 2021. [Kawasan Rukun Tetangga \(KRT\): Pemangkin perpaduan peringkat akar umbi masyarakat Malaysia](#). *Geografia Malaysian Journal of Society and Space* 17(3): 246-259. (WoS, ERA, ACI & MyCite).
- 6) Eyo Leng Yan, Rosdeen Suboh & **Pue Giok Hun**. 2021. [Warisan budaya tidak ketara komuniti Cina Peranakan Kelantan: Kajian kes upacara Koi Hoi di Kampung Pasir Parit](#). *Malaysian Journal of Social Sciences and Humanities (MJSSH)* 6(8): 28-44. (MyJurnal & MyCite).
- 7) Beh Sang How, Mohd. Sobhi Ishak, **Pue Giok Hun** & Mansor Mohd. Noor. 2021. [Kesepaduan nasional penduduk kawasan Rukun Tetangga di Malaysia](#). *Malaysian Journal of Social Sciences and Humanities (MJSSH)* 6(7): 40-53. (MyJurnal & MyCite).
- 8) **Pue Giok Hun**. 2020. [Antara zahir dan batin: Filial piety dalam upacara kematian komuniti Cina Peranakan Kelantan](#). *Jurnal Warisan Tidak Ketara* 1: 301-307.
- 9) Ong Puay Liu, **Pue Giok Hun** & Loo Hong Chuang. 2019. [Book Review: Waterfront Heirlooms: Reflections of the Kampong China Peranakan by Rosita Abdullah Lau](#). *Kajian Malaysia* 27(2): 197-204. (WoS).
- 10) **Pue Giok Hun**, Ong Puay Liu & Loo Hong Chuang. 2019. [Kelantan Peranakan Chinese language and marker of group identity](#). *GEMA Online® Journal of Language Studies* 19(2): 33-51. (WoS).
- 11) **Pue Giok Hun**. 2017. [Engagement of undergraduate students as custodians in heritage conservation enrichment](#). *Kajian Malaysia* 35(Supp. 1): 141-163. (WoS).
- 12) **Pue Giok Hun**. 2016. [Peranakan as plural identity: cases from Peninsular Malaysia](#). *Regional Journal of Southeast Asian Studies (RJSEAS)* 1(1): 67-93.
- 13) **Pue Giok Hun** & Charanjit Kaur. 2014. [Identiti etnik minoriti di Malaysia: antara realiti sosial tafsiran autoriti dan tafsiran harian](#). *Akademika* 84(1&2): 57-70. (WoS).
- 14) **Pue Giok Hun** & Nidzam Sulaiman. 2013. ["Choose one!": challenges of inter-ethnic marriages in Malaysia](#). *Asian Social Science* 9(17): 269-278. (SCOPUS).

2.2 BOOK

- 1) **Pue Giok Hun**. 2024. [Annotated Bibliography of Selected Theses on Kelantan Peranakan Chinese in UKM and UM, 1970s-2021](#). UKM Ethnic Studies Paper Series No. 72. Bangi: Institut Kajian Etnik. ISBN 978-967-0741-85-7
- 2) **Pue Giok Hun**, Yap Chuan Bin & Lua Pei Lin. 2023. *Warna Sari: Lifestyle Colors – Peranakan Chinese of Terengganu*. Kuala Terengganu: Terengganu Peranakan Chinese Association.
- 3) **Pue Giok Hun**, Yap Chuan Bin & Lua Pei Lin. 2022. [Peranakan Chinese of Terengganu: Their Lifestyle](#). Kuala Terengganu: Terengganu Peranakan Chinese Association.
- 4) **Pue Giok Hun**. 2018. [Cina Peranakan Kelantan Menerusi Lensa Sosiologi](#). Bangi: Penerbit UKM. ISBN 978-967-4127-44-2
- 5) Eric Olmedo, **Pue Giok Hun** & Rachel Chan Suet Kay (Eds.). 2018. [Proceedings of the 2016 Food & Society Conference in Bangi, Malaysia: Consuming, Eating, Well-Being](#). Bangi: Institute of Ethnic Studies. ISBN 978-976-0741-43-7

- 6) **Pue Giok Hun**, Kartini Aboo Talib @ Khalid, Ong Puay Liu, Mansor Mohd. Noor, Ahmad Nidzammuddin Sulaiman & Melor Suria Minhat. 2017. *Buku Panduan Siswazah Institut Kajian Etnik Sesi Akademik 2017-2018*. Lead author.
- 7) **Pue Giok Hun**, Kartini Aboo Talib @ Khalid, Ong Puay Liu, Ahmad Nidzammuddin Sulaiman & Melor Suria Minhat. 2016. *Buku Panduan Siswazah Institut Kajian Etnik Sesi Akademik 2016-2017*. Lead author.
- 8) **Pue Giok Hun**. 2015. [*Perkahwinan Campur dan Fenomena Peranakan di Semenanjung Malaysia*](#). Siri Kertas Kajian Etnik UKM Bil. 41. Bangi: Institut Kajian Etnik. ISBN 978-967-0741-17-8
- 9) **Pue Giok Hun**. 2015. *Portfolio Program Siswazah Penyelidikan KITA*. Bangi: Institut Kajian Etnik.
- 10) **Pue Giok Hun**, Kartini Aboo Talib @ Khalid, Ong Puay Liu, Mansor Mohd. Noor, Melor Suria Minhat & Noorrulhawa Abu Bakar. 2015. *Buku Panduan Siswazah Institut Kajian Etnik Sesi Akademik 2015-2016*.
- 11) **Pue Giok Hun**, Kartini Aboo Talib @ Khalid, Mansor Mohd. Noor, Ong Puay Liu, Ahmad Nidzammuddin Sulaiman, Melor Suria Minhat & Rahayu Zainal Abidin. 2014. *Buku Panduan Siswazah Institut Kajian Etnik Sesi Akademik 2014-2015*.
- 12) **Pue Giok Hun**, Ong Puay Liu, Melor Suria Minhat, Rahayu Zainal Abidin, Mohd Faris Ngadinin @ Adinin & Ahmad Nidzammuddin Sulaiman. 2014. *KITA's Code of Practice for Programme Accreditation: PhD in Ethnic Studies*. Bangi: Institut Kajian Etnik.
- 13) **Pue Giok Hun**, Ong Puay Liu, Melor Suria Minhat, Rahayu Zainal Abidin, Mohd Faris Ngadinin @ Adinin & Ahmad Nidzammuddin Sulaiman. 2014. *KITA's Code of Practice for Programme Accreditation: Master in Ethnic Studies*. Bangi: Institut Kajian Etnik.
- 14) **Pue Giok Hun**. 2013. [*Menyelusuri Cabaran Kepelbagaian: Pengalaman Malaysia Terkini*](#). Siri Kertas Kajian Etnik UKM Bil. 30. Bangi: Institut Kajian Etnik. Editor. ISSN 2180-1193.
- 15) Nidzam Sulaiman, Ong Puay Liu, Kartini Aboo Talib @ Khalid, **Pue Giok Hun**, Roovasini & Mohd Faris Ngadinin. 2013. *KITA Thru' the Years*. Bangi: Institut Kajian Etnik.
- 16) **Pue Giok Hun** & Shamsul A.B. 2012. [*Peranakan as a Social Concept*](#). UKM Ethnic Studies Paper Series No. 20. Bangi: Institut Kajian Etnik. ISSN 2180-1193

2.3 CHAPTER IN BOOK

- 1) Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad, **Pue Giok Hun** & Naza. 2025. 미디어화, 문화적 협상, 그리고 말레이시아 청년들의 일상적 한류 실천 (Mediatization, cultural negotiation, and the daily practice of the Korean Wave of Malaysian youth). In Lee, Ki-Woong (ed.). *아시아 한류의 현재 일상과 정동 (The Korean Wave in Asia Now: The Everyday and Affect)*, pp. 69-94. Gyeonggi: Jigeumpungryu Publishing. ISBN 979-11-91408-25-6.
- 2) **Pue Giok Hun**, Ong Puay Liu & Loo Hong Chuang. 2019. The Cheng Mua community of Kuala Terengganu. In Rosita Abdullah Lau (ed.). *Waterfront Heirlooms: Reflections of the Kampong China Peranakan*, pp. 147-161. Kuala Lumpur: My Viscom Editions.

- 3) **Pue Giok Hun.** 2017. 'Our Chinese': the mixedness of Peranakan Chinese identities in Kelantan, Malaysia. In Rocha, Z.L. & Fodzar, L. (eds.). *Mixed Race in Asia: Past, Present and Future*, pp. 147-161. Oxon: Routledge. ISBN 978-1-138-28267-4
- 4) **Pue Giok Hun.** 2013. Peranakan as a social phenomenon with focus on Peranakan Chinese community in Kelantan: in a nutshell. In Pue, G.H. (ed.). *Menyelusuri Cabaran Kepelbagaian: Pengalaman Malaysia Terkini*, pp. 222-239. Siri Kertas Kajian Etnik UKM Bil. 30. Bangi: Institut Kajian Etnik.

2.4 POPULAR WRITING

- 1) **Pue Giok Hun.** 2026. Tahun Baharu Cina: Perayaan warisan dan budaya. *Dewan Budaya* 2: 10-14.
- 2) **Pue Giok Hun.** 2026. Identiti Baba Nyonya dalam sijil kelahiran: antara pengiktirafan dan dilema etnonim. *Dewan Budaya* 1: 28-31.
- 3) **Pue Giok Hun & Lua Pei Lin.** 2023. Cheng Mua Lang: Komuniti Cina Peranakan di Terengganu. *Dewan Budaya* 11: 24-27.
- 4) Shamsul Amri Baharuddin & **Pue Giok Hun.** 2022. Scholars: Internet reactions are different from civilian elections that do not divide us. *Sin Chew Daily*, 4 December. <https://www.sinchew.com.my/?p=4310262>
- 5) **Pue Giok Hun.** 2022. Bahasa Melayu dalam jati diri masyarakat Peranakan. *Dewan Budaya*, June Issue. <https://dewanbudaya.jendeladbp.my/2022/06/21/2085/>
- 6) Mansor Mohd Noor, Eric Olmedo Panal & **Pue Giok Hun.** 2021. [Let this Malaysia Day binds our diversity as a Malaysian family](#). *New Sarawak Tribune*, 13 September.
- 7) **Pue Giok Hun.** 2019. Program Jalinan Siswa-Komuniti: "Meh Kenal Sama Kita, Baba Nyonya!", 18 November 2019. Website news article. <http://www.ukm.my/kita/news/program-jalinan-siswa-komuniti-meh-kenal-sama-kita-baba-nyonya-18-november-2019/>

2.5 PROCEEDINGS

- 1) **Pue Giok Hun.** 2026. Fenomena dan identiti Peranakan di Malaysia sebelum dan selepas Merdeka. In Alice Sabrina Ismail (ed.). *Prosiding Simposium Warisan Etnik Melaka 2025*, pp. 135-146. Melaka: Perbadanan Muzium Negeri Melaka.
- 2) **Pue Giok Hun.** 2025. 'Tekak Kelantan' dalam makanan tradisi Peranakan Cina Kelantan: penyatupaduan hidup bersama melalui cita rasa tempatan. *Prosiding Persidangan Kebangsaan Warisan Kebudayaan Tidak Ketara 2025*, hlm. 143-179. Kuala Lumpur: Jabatan Warisan Negara. ISBN 9789833862771.
- 3) **Pue Giok Hun, Loo Hong Chuang & Teng Keong Loon.** 2021. Deconstructing ethnic identity formation and negotiation among the Taoist in contemporary Kelantan: the case of HSBK2019. In Sity Daud, Rashila Ramli & Muhamad Azwan Abd Rahman (eds.). *The 12th International Malaysian Studies Conference (MSC12) e-Proceedings*, pp. 1088-1104. Bangi: Malaysian Social Science Association.
- 4) Teng Keong Loon & **Pue Giok Hun.** 2021. Penceritaan lisan jambatan kesinambungan warisan budaya: pendokumentasian asal-usul dewa penjaga dalam kepercayaan agama Tao di Kelantan. In Sity Daud, Rashila Ramli & Muhamad Azwan Abd Rahman (eds.). *The 12th*

International Malaysian Studies Conference (MSC12) e-Proceedings, pp. 731-750. Bangi: Malaysian Social Science Association.

- 5) **Pue Giok Hun**. 2018. Komuniti Peranakan di Pantai Timur: perekayasaan kearifan tempatan warisan negara. In Muhamad Azwan Abd Rahman, Muhammad Helmy Abd Gapar & Mohd Zaidi Idros (eds.). *The 11th International Malaysian Studies Conference (MSC11) Proceeding: Selected Full Papers*, pp. 551-565. Bangi: Malaysian Social Science Association. ISBN 978-983-9731-05-7
- 6) **Pue Giok Hun** & Shamsul A.B. 2011. Discourse on 'Peranakanness' with focus on the Peranakan Chinese community in contemporary Kelantan, Malaysia. In Dong, L. (ed.). *International Proceedings of Economic Development and Research (IPEDR) Vol 20: humanities, society and culture*, pp. 241-245. ISSN: 2010-4626. ISSN 2010-4626
- 7) **Pue Giok Hun**. 2009. On being Peranakan Chinese of Kelantan: embodied and mistaken ethnic identity. *Proceeding of Southeast Asia Psychology Conference 2009*, paper no. 107, 10pages. ISBN 978-983-2641-40-7

2.6 OTHERS

- 1) Irene Yap Hui Sun, **Pue Giok Hun** & Loo Hong Chuang. 2026. The Ong Chun Ceremony. Pesta Filem Kota Bharu, 18-20 September, Kota Bharu, Kelantan.
- 2) Irene Yap Hui Sun & **Pue Giok Hun**. 2023. [The Ong Chun Ceremony](#). Finalist, Small Story Big Impact (SSBI), a part of Walk The Doc International Documentary Festival 2023, 1-3 August, Langkawi.
- 3) **Pue Giok Hun**, Lua Pei Lin & Loo Hong Chuang. 2022. Arrival of Chinese to Terengganu & Origin of the 'Cheng Mua Lang' Community. Panel in the Peranakan Chinese of Terengganu: Their Lifestyle Exhibition, Terengganu State Museum, Terengganu, 1-31 December.
- 4) Loo Hong Chuang, Chay Sze Zee, **Pue Giok Hun** & Ong Puay Liu. 2018. Chun Cho. Short video (1 min 35 secs). Presented at the 'Legends, Superstitions and Traditions: Our Diverse Heritage' exhibition, Multipurpose Hall, UTAR Sungai Long Campus, 3 & 4 August.
- 5) Loo Hong Chuang, Chay Sze Zee, **Pue Giok Hun** & Ong Puay Liu. 2018. Pak Chu & Vivian. Short video (1 min 53 secs). Presented at the 'Legends, Superstitions and Traditions: Our Diverse Heritage' exhibition, Multipurpose Hall, UTAR Sungai Long Campus, 3 & 4 August.
- 6) **Pue Giok Hun**, Mansor Mohd. Noor, Shazlin Amir Hamzah, Nazrin Zaidi, Amran Omar & Muhamad Shamri Rahmat. 2018. Warisan Siam Kelantan sempena memperingati Siri Neng Buah. Short video (4 min 10 secs). Presented at Siri Wacana Warisan Nasional: Warisan Siam Kelantan Sempena Memperingati Siri Neng Buah, Bilik Majlis, Canselor UKM, 8 March.
- 7) **Pue Giok Hun**. 2018. Laporan Teknikal Siri Wacana Warisan Nasional: Wacana Siam Kelantan Sempena Memperingati Siri Neng Buah 8 Mac 2018. Technical Report.
- 8) **Pue Giok Hun**. 2018. Guest, Apa Kata Wanita. TV programme. TV1, 17 February.
- 9) **Pue Giok Hun**, Ong Puay Liu, Phoon Li Juan @ Roovasini & Badrul Redzuan Abu Hassan. 2015. Titian agama: pengesanan pemahaman antara agama melalui penghasilan video. Kongres Penyelidikan dan Inovasi 2015. Poster.
- 10) **Pue Giok Hun**. 2013. Laporan Asia-Europe Cross-Cultural Summer Academy 2013. Technical Report. Bangi: Institut Kajian Etnik.

3. CONFERENCE / SEMINAR / FORUM / WORKSHOP

3.1 CONFERENCE / SEMINAR

- 1) **Pue Giok Hun**. 2026. "You are what you eat": Deconstructing the 'tekak Kelantan' (Kelantanese palate) among the Peranakan Chinese of Kelantan, Malaysia. 16th International Conference on Food Studies, Osaka, Japan, 10-12 October.
- 2) **Pue Giok Hun**. 2025. 'Tekak Kelantan' dalam makanan tradisi Peranakan Cina Kelantan: Penyatupaduan hidup bersama dalam masyarakat majmuk melalui cita rasa tempatan. Persidangan Kebangsaan Warisan Kebudayaan Tidak Ketara 2025, Pulau Pinang, 7-8 Oktober 2025.
- 3) Nurul Akqmie Badrul Hisham, **Pue Giok Hun**, Abdul Latiff Ahmad & Nazra Aliff Nazri. 2025. Exploring social cohesion through the Korean Wave: A framework for understanding Malaysian youth fandom, everyday practices, and digital communication. The Asian Conference on the Social Sciences (ACSS), Tokyo, Japan, 14 May 2025.
- 4) **Pue Giok Hun**. 2025. Fenomena dan identiti Peranakan di Malaysia sebelum dan selepas merdeka. Symposium on Chinese and Peranakan Ethnic Heritage 2025, Noble Resort Hotel, Melaka, 14 Februari 2025.
- 5) **Pue Giok Hun**, Loo Hong Chuang & Tan Raan Hann. 2024. Exploring the meaning of being Peranakan among the Peranakan Chinese communities in the East Coast of Peninsular Malaysia. The 13th International Convention of Asia Scholars (ICAS13), Surabaya, Indonesia, 30 July 2024.
- 6) **Pue Giok Hun**. 2024. Penggunaan bahasa kolokial Kelantan dalam kalangan komuniti Peranakan Cina. Bicara Bahasa Kolokial: Melestarikan Keberdayaan Bahasa Komuniti "Cakna Loghat Kelate", Kota Bharu, Kelantan, 5 Mac. Anjuran Arkib Negara Malaysia.
- 7) Wan Puspa Melati Wan Abdul Halim, Ng Miew Luan, Azahah Abu Hassan Shaari, Ngeow Yeok Meng, **Pue Giok Hun** & Nor Azili Hassan. 2022. From multiculturalism to superdiversity: a snapshot of internal migration of Selangor. The 1st Education and Social Science International Conference (EdSSIC 2022), Padang, Indonesia, 26 November 2022.
- 8) Tan Raan Hann, **Pue Giok Hun**, Loo Hong Chuang & Ong Puay Liu. 2022. 'Hybrid' approach to oral history and ethnography: the Peranakan Chinese Case. The 8th Congress of the Portuguese Anthropological Association (APA), Portuguese, 6-9 September 2022.
- 9) Mohd Sobhi Ishak, Mansor Mohd Noor, **Pue Giok Hun** & Beh Sang How. 2021. Pembangunan dan pengujian instrumen naratif negara bangsa berasaskan konsep naratif negara bangsa integrasi dan naratif Malaysian Malaysia. International Seminar on Government and Civilization III (ISOGOCIII), Serdang, Malaysia, 29-30 September 2021.
- 10) **Pue Giok Hun**, Loo Hong Chuang & Teng Keong Loon. 2021. Deconstructing ethnic identity formation and negotiation among the Taoist in contemporary Kelantan: the case of HSBK2019. The 12th International Malaysian Studies Conference (MSC12), Bangi, Malaysia, 17-18 August 2021.
- 11) Teng Keong Loon & **Pue Giok Hun**. 2021. Penceritaan lisan jambatan kesinambungan warisan budaya: pendokumentasian asal-usul dewa penjaga dalam kepercayaan agama Tao di Kelantan. The 12th International Malaysian Studies Conference (MSC12), Bangi, Malaysia, 17-18 August 2021.

- 12) **Pue Giok Hun.** 2019. Sustaining unity in diversity: exploring the Himpunan Sin Beng Kelantan (HSBK2019) as a case study of ethnic boundary-making in contemporary Kelantan. The 8th International Conference on Southeast Asia (ICONSEA2019): Sustaining and Developing Southeast Asia in the IR 4.0 Era, Kuala Lumpur, Malaysia, 2 & 3 December 2019.
- 13) **Pue Giok Hun.** 2019. 'Guane gamok?': Constructing ethnic identity and boundary through discourse among the Peranakan Chinese community in Kampung Cina, Terengganu. The 7th University of Malaya International Conference on Discourse and Society, Kuala Lumpur, Malaysia, 1 & 2 August 2019.
- 14) **Pue Giok Hun.** 2018. Malay language in Kelantan Peranakan Chinese communication. The 2nd International Conference of Languages, Linguistics and Society, Kota Kinabalu, Sabah, Malaysia, 8 November 2018.
- 15) **Pue Giok Hun, Ong Puay Liu & Loo Hong Chuang.** 2018. Komuniti Peranakan di Pantai Timur: perekeyasaan kearifan tempatan warisan negara. The 11th International Malaysian Studies Conference (MSC11), Langkawi, Kedah, Malaysia, 13 & 14 August 2018.
- 16) **Loo Hong Chuang, Pue Giok Hun & Ong Puay Liu.** 2018. (Re)placing the Terengganu Peranakan Chinese as "Mek Awang": Contesting heritage tourism and the commodification of Peranakan identities. Critical Tourism Studies Asia-Pacific Inaugural Conference, Yogyakarta, Indonesia, 4-6 March.
- 17) **Pue Giok Hun.** 2016. Theses as a source of knowledge? A case study on selected academic exercises on Peranakan Chinese of Kelantan, 1970s – 2000s. The 10th Malaysia Studies Conference (MSC10), Kota Kinabalu, Sabah, 17 August.
- 18) **Pue Giok Hun.** 2014. Peranakan as a plural identity: cases from Peninsular Malaysia. Presented in 2nd ENITS & ENITAS Scholarship Research Presentation 2014 as part of SEASREP's panel: Harmony and Diversity in ASEAN Culture, Bangkok, Thailand, 4-6 June.
- 19) **Pue Giok Hun.** 2013. Wacana Cina Peranakan Kelantan dahulu dan sekarang: menatang kesepaduan sosial ke arah keharmonian bersama. Seminar Antarabangsa Cina Peranakan: sejarah, budaya, bahasa dan jati diri ke arah keharmonian negara, USM Pulau Pinang, 21 November.
- 20) **Pue Giok Hun.** 2013. On ethnic categorization and recognizing the Peranakans: reconceptualising social amalgamation towards social cohesion. The 8th International Convention of Asia Scholars (ICAS8), Venetian-Macao Resort-Hotel, Macau, 24-27 June.
- 21) **Pue Giok Hun.** 2013. On ethnic categorization and recognizing the Peranakans: reconceptualising social amalgamation towards social cohesion. ICAS8 Institutional Panel Preparatory Seminar: Social Cohesion and Ethnicity in Malaysia's Pluralistic Society, KITA-UKM, 2 May.
- 22) **Pue Giok Hun & Shamsul A.B.** 2011. Discourse on 'Peranakanness' with focus on the Peranakan Chinese community in contemporary Kelantan, Malaysia. International Conference on Humanities, Society and Culture (ICHSC 2011), Kuala Lumpur, 4-6 November.
- 23) **Pue Giok Hun.** 2010. Social significance of Theravada Buddhism in everyday life of Peranakan Chinese of Kelantan. The Fourth International Malaysia-Thailand Conference on Southeast Asian Studies (UKM-MAHIDOL 4), Universiti Kebangsaan Malaysia. 25-26 March.

- 24) **Pue Giok Hun**. 2009. On being Peranakan Chinese of Kelantan: embodied and mistaken ethnic identity. Southeast Asia Psychology 2009 Conference, Universiti Malaysia Sabah. 10 July.
- 25) **Pue Giok Hun & Charanjit Kaur**. 2007. Etnik minoriti selepas 50 tahun kemerdekaan: satu analisis kritis. Malaysia's Fifty Years of Independence: Rethinking Its Past & Future seminar, UTAR. 30 June.

3.2 FORUM / WORKSHOP

- 1) (2026) Regionalism in Peranakan Phenomenon: The case of the Peranakan Chinese of Kelantan. Presented in the Forum Peranakan Malaysia 1/2026: "Between Cultures: The Past, Present, and Future of the Baba Nyonya Identity", Wangkang Museum, Melaka. Panellist, 27 June.
- 2) (2026) On Becoming Anak: Ethnographic Examples from the Peranakan Chinese (Cina Kampung) Community in Kelantan, Malaysia. Presented in the "Rethinking Traditional Performing Arts Through Regional Dialogues: Malaysia". Limapulo Terrace, Kuala Lumpur. Panellist, 2 & 3 June.
- 3) (2024) "Siapa Baba Nyonya?" Forum, 2024 Peranakan Virtual Fest, Singapore. Panellist, 7 December. <https://youtu.be/tOmWbjOBUEo>
- 4) (2022) "Sejarah dan Warisan Peranakan Cina Kelantan" Forum, Tanah Merah, Kelantan. Panellist, 21 August.
- 5) (2020) "Malaysian Studies Beyond 2020: Crossing Disciplines and Rethinking Critical Approaches" Research Workshop, Universiti Malaya, Kuala Lumpur. Panellist, 2 December.
- 6) (2019) Forum Keharmonian Nasional "Peranakan: Di Mana Bumi Dipijak, Di Situ Langit Dijunjung", Universiti Malaya, Kuala Lumpur. Panellist. 13 November.
- 7) (2017) Empowering local knowledge in search for unity in diversity: the case of Peranakan Chinese in Kelantan, Malaysia. Presented in Southeast Asian Studies Regional Exchange Program (SEASREP) Workshop: Hybrid Communities in Southeast Asia: Identity Formation, Evolution and Transformation, Pasig City, Philippines, 9-10 March.
- 8) (2014) Peranakan as a plural identity: cases from Malaysia. Presented in Pre-publication workshop on Plural Identities, Manila, Philippines. Organized by SEASREP, 20-21 March.
- 9) (2012) Peranakan as a plural identity: cases from Malaysia. Presented in Southeast Asia Studies Regional Exchange Program (SEASREP) Forum: Plural Identities: The State and Globalization, Manila, Philippines, 3-4 December.

4. SUPERVISION

- 1) (2025) Mackey Anak Anyut, P166293, PhD in Ethnic Studies. "Pembangunan Model Kesepaduan Sosial masyarakat Iban dan etnik lain di Kapit, Sarawak". Supervisory Committee Member (on-going).
- 2) (2023) Wang Menghui, P134172. PhD in Ethnic Studies. "Inheritance and Evolution of Dragon Boat Culture in Malaysia". Supervisory Committee Member (on-going).

- 3) (2023) Wang Suyue, P126152. PhD in Ethnic Studies. "The Globalization of the Chinese Language: Ideologies Hidden in the Textbooks of Different Countries". Main Supervisor (on-going).
- 4) (2022) Tang Thong Nhan, P115211. PhD in Ethnic Studies. "Towards a Sustainable Tourism Development for Indigenous People: Studying Vegetables in Traditional Foodways as Intangible Cultural Heritage in the Cham Community, Ninh Thuan, Vietnam". Main Supervisor (on-going).
- 5) (2021) Graham H. Dalrymple, P117633. PhD in Ethnic Studies. "An Ethnographic Account Of The Ahmadiyyah-Badawiyah Tariqa: Tracing Tok Khru Ae's Legacy In Southern Thailand". Supervisory Committee Member (on-going).
- 6) (2020) Beh Sang How, P91328. PhD in Ethnic Studies. "Dinamika kesepaduan nasional peringkat akar umbi masyarakat Malaysia: kajian kes penduduk kawasan Rukun Tetangga". Chairperson of Supervisory Committee (graduated).
- 7) (2019) Jasmine Li Shun Phang, P102135. PhD in Ethnic Studies. "Consumptive food sovereignty: recognising and propagating indigenous food cultures in Malaysia". Main Supervisor (on-going).
- 8) (2013) Mohd Shahrul Imran Lim Abdullah, P73257. PhD in Ethnic Studies. "Identiti etnik minoriti Cina Peranakan Kelantan sebagai identiti masyarakat multietnik Malaysia". Co-Supervisor (graduated).

5. TEACHING / LECTURING / COACHING / MENTORING

5.1 COURSES

- 1) (2024-present) RERE6014 Research Methodologies (Ethnic Studies) (*Kaedah Penyelidikan (Kajian Etnik)*)
- 2) (2020-present) LMCW2153 Appreciation of Ethics and Civilization (*Penghayatan Etika dan Peradaban*)
- 3) (2020-present) RERE6012 Discourses on Ethnic Studies (*Wacana Kajian Etnik*)
- 4) (2019-2020) LMCW2173 Ethnic Relations (*Hubungan Etnik*)
- 5) (2019-2022) APSP 1014 Ethnography of Malaysia
- 6) (2016-2019, 2025-present) RERE6014 Research Methodology (Ethnic Studies)

5.2 GUEST LECTURE

- 1) (2021) Memahami Kelompok Minoriti Etnik dan Ras. Guest lecture for SKAA2133 Kelompok dan Budaya Minoriti, Fakulti Sains Sosial & Kemanusiaan UKM, 06/10/2021-26/10/2021
- 2) (2016) On the Peranakan Chinese of Kelantan. Presented for TATI University College (Terengganu) visitation, Bilik Latihan Aras 6, Kolej Keris Mas, 9 December.
- 3) (2013) Penulisan Gaya UKM. Bengkel Tesis Siswazah KITA, organized by KITA, Port Dickson, 20-22 December.

- 4) (2013) Blast from the past: Peranakan revisited. UTAR Speakers Series 1/2013, UTAR Kampus Perak, Kampar, 7 June.

5.3 WORKSHOP

- 1) (2024) Perkongsian Ilmu Pembinaan Laman Web oleh Webmaster ATMA, Dalam Talian (Zoom), 20 Jun.
- 2) (2019) Gaya UKM. Bengkel Siswazah KITA, Bangi, 19 November.
- 3) (2019) Daripada tesis kepada buku: satu perkongsian. Bengkel Penulisan Akademik IKMAS 2019. Bilik Mesyuarat LESTARI 2, Bangi, 10 September.
- 4) (2018) Kursus Intenstif Acrobat Profesional, KITA, Bangi, 14 March.

6. REVIEWER / EXAMINER

6.1 EXTERNAL

- 1) (2025) Reviewer, Trans-Regional and -National Studies of Southeast Asia by Cambridge University Press (ECSI & SCOPUS)
- 2) (2024) Reviewer, New Zealand Journal of Asian Studies by New Zealand Asian Studies Societies (NZASIA) (SCOPUS)
- 3) (2023-2025) Panel Reviewer for Gabriel Pereira's PhD thesis, Monash University Malaysia [15/02/2023-14/06/2025]
- 4) (2023) Reviewer, Soal Selidik Kajian Pengaruh Pengantaraan Nilai dan Amalan Keinsanan Terhadap Kesepaduan Komuniti di Perumahan Flat Bertingkat Kos Rendah di Malaysia, Pusat Pengajian Umum & Kokurikulum, Universiti Tun Hussein Onn Malaysia (UTHM)
- 5) (2022) Reviewer, Identities: Global Studies in Culture and Power journal by Taylor & Francis (WoS & SCOPUS)
- 6) (2021) Reviewer, the Proceeding of the 4th USM International Conference on Social Sciences 2021 (USM-ICOSS 2021), Universiti Sains Malaysia [17/11/2021-03/12/2021]
- 7) (2020) Reviewer, Fudan Journal of the Humanities and Social Sciences by Springer (WoS)
- 8) (2018) Examiner for honours dissertation, Monash University Malaysia, 19 November.
- 9) (2017) Examiner for honours dissertation, Monash University Malaysia, 20 November.
- 10) (2014) Reviewer, Asian Ethnicity journal by Taylor & Francis (SCOPUS).

6.2 INTERNAL (UKM)

- 1) (2025) Reviewer, Research University Grant UKM: Heritage and Civil Society Cluster, 16/10/2025-31/12/2025
- 2) (2023) Reviewer, RU Research Grant Proposal Committee KITA 2023, 09/05/2023-31/08/2023

- 3) (2023) Reviewer for Lyu Sheng (P112484), PhD (Ethnic Studies), Kolokium Siswazah KITA Sem. 2 Sesi 2022/2023, 12/07/2023
- 4) (2023) Reviewer for Mohamad Fakhrol Anuar (P98887), PhD (Ethnic Studies), Kolokium Siswazah KITA Sem. 1 Sesi 2022/2023, 02/02/2023
- 5) (2023) Reviewer, Jawatankuasa Penilaian Permohonan FRGS KITA
- 6) (2022-present) Reviewer, Akademika Journal by UKM Press (SCOPUS)
- 7) (2021-present) Reviewer, Geografia by UKM Press (SCOPUS)
- 8) (2021) Reviewer, Penilaian Geran Translational Peringkat PTJ
- 9) (2021) Reviewer for FSSK Graduate Colloquium, 19 August.
- 10) (2021) Reviewer, Jurnal Komunikasi by UKM Press (WoS & SCOPUS)
- 11) (2019) Reviewer for Latif Ajas Tihurua (P99001), Sarjana Persuratan, ATMA Graduate Colloquium, 14 November.
- 12) (2019) Reviewer for KITA Ethnic Studies Paper Series manuscript.
- 13) (2019) Academic Partner, Bengkel Acuan Islam dalam Kehidupan Muslim di Malaysia (Pembangunan), Bangi, 24 January.
- 14) (2018) Journal Reviewer, Geografia – Malaysian Journal of Society and Space by UKM Press (WoS & ERA).
- 15) (2014) Reviewer for KITA Ethnic Studies Paper Series [07/12/2014-31/12/2014]
- 16) (2014) Reviewer for KITA Research Report Paper Series: Pendidikan untuk Kesepaduan Sosial: Isu-isu Berbangkit untuk Sabah [09/09/2014-31/10/2014]
- 17) (2012) Reviewer for Ahmad Zul Hakimi Hassim (P63562), Sarjana Pengajian Etnik, KITA Postgraduate Colloquium Sem. 1 of 2012/2013 Academic Session, 1 November.

7. EDITORIAL

- 1) (April 2025-present) KITA Postgraduate Thesis' UKM Style Format Assessor, KITA.
- 2) (2024-present) Editor, *ALUSMITAI* – KITA's annual e-bulletin. eISSN: 3083-8126. <https://www.ukm.my/kita/alusmitai/>
- 3) (2023-present) Editor Board Panel, Journal of Ethnic and Diversity Studies (JOEDS), KITA [01/01/2023-31/12/2024]
- 4) (2018) Copyeditor for KITA Ethnic Studies Paper Series No. 57: Regime Legitimacy in Troubled Waters: To What Extent Does Inequality Influence Trust in Political Institutions in Thailand (2002-2016)? by Malte Reimann.
- 5) (2017) Copyeditor for KITA Ethnic Studies Paper Series No. 53: Citizens' Action to Enhance Democracy in Malaysia, edited by Denison Jayasooria.
- 6) (2016) Copyeditor for KITA Ethnic Studies Paper Series No. 49: Inclusive Development for Urban Poor & Bottom 40% Communities in Malaysia, edited by Denison Jayasooria.

- 7) (2016) Copyeditor for KITA Ethnic Studies Paper Series No. 51: Social and Solidarity Economy for Sustainable Development in Malaysia: Concepts, Contexts and Case Studies, by Tan Jun-E.
- 8) (2013) Copyeditor for KITA Ethnic Studies Paper Series No. 25: On Malay Manuscripts: Lessons from the Seventeenth Century by James T. Collins.

8. ADMINISTRATIVE

8.1 APPOINTMENTS BY UKM

- 1) (2026) Pemerhati Audit ISO & COPPA LESTARI dan Auditor COPPA Fakulti Sains & Teknologi, Audit Dalaman Bersepadu (MS ISO 9001:2015/COPPA) bagi Sistem Pengurusan Kualiti Pengurusan Pengajian dan Perkhidmatan (SPKPPP), UKM, 19/01/2026-13/02/2026
- 2) (2025-2027) Penyelaras Komunikasi Strategik KITA, Pusat Komunikasi Korporat UKM.
- 3) (2025) Auditor COPPA Fakulti Pendidikan, Audit Dalaman Bersepadu (MS ISO 9001:2015/COPPA) bagi Sistem Pengurusan Kualiti Pengurusan Pengajian dan Perkhidmatan (SPKPPP), UKM, 03/02/2025-28/02/2025
- 4) (2024) Panel Penilai untuk Penilaian Akreditasi Program Doktor Falsafah (Konsolidasi) NEC 540, Fakulti Sains dan Teknologi (FST) UKM, 23/10/2024-24/10/2024
- 5) (2024) Pengerusi Panel Penilai Audit dan Penilaian Program, Sarjana Pendidikan (Bimbingan dan Kaunseling), Fakulti Pendidikan UKM, 15/01/2024-14/03/2024
- 6) (2024) Auditor COPPA (1) Doktor Falsafah (Kesusasteraan Melayu), (2) Sarjana Falsafah (Kesusasteraan Melayu), (3) Doktor Falsafah (Pengurusan Persembahan Seni), dan (4) Sarjana Falsafah (Pengurusan Persembahan Seni), Fakulti Sains Sosial dan Kemanusiaan (FSSK), Audit Dalaman Bersepadu (MS ISO 9001: 2015 / COPPA) bagi Sistem Pengurusan Kualiti Pengurusan Pengajian dan Perkhidmatan (SPKPPP) UKM, 02/01/2024-31/01/2024
- 7) (2023) Pengerusi Panel Penilai bagi Akreditasi Sementara Program Baharu, Sijil Pascasiswazah Komunikasi Perubahan Tingkah Laku Kesihatan, Fakulti Sains Sosial dan Kemanusiaan UKM, 01/06/2023-31/08/2023
- 8) (2022-2025) Ahli Jawatankuasa Analisis Data Sistem Pengurusan Kualiti Pengurusan Pengajian dan Perkhidmatan (SPK PPP) UKM, 01/11/2022 – 31/10/2025
- 9) (2022) Pengerusi Panel Penilai Audit & Penilaian Program Sarjana Falsafah (Pengurusan Persembahan Seni) & Doktor Falsafah (Pengurusan Persembahan Seni), Fakulti Sains Sosial & Kemanusiaan UKM, 04/04/2022-03/07/2022
- 10) (2021) Pengerusi Panel Penilai Audit & Penilaian Program Doktor Falsafah (Kesusasteraan Pascakolonial dalam Bahasa Inggeris), Fakulti Sains Sosial & Kemanusiaan UKM, 16/08/2021-15/11/2021
- 11) (2020-2025) KITA Strategic Communications Coordinator, 17/08/2020-17/08/2025
- 12) (2017-present) KITA Webmaster, 15/07/2017 – present
- 13) (2016-2017) KITA Head of Quality Assurance, 15/04/2016 – 31/10/2017
- 14) (2013-2017) KITA Head of Quality Assurance, 15/04/2013 – 14/04/2017

8.2 INTERNAL APPOINTMENTS BY KITA

- 1) (2025) Auditor for KITA Internal Audit, 30 September 2025
- 2) (January 2025-present) Penyelaras Media KITA
- 3) (April 2025-present) KITA Postgraduate Thesis' UKM Style Format Assessor.
- 4) (2022) Penyelaras Komunikasi Strategik KITA, 18/08/2022 - present
- 5) (2021) Jawatankuasa Komunikasi Strategik KITA. Chairperson [01/01/2021-17/08/2022]
- 6) (2020) Jawatankuasa Multimedia Digital KITA. Chairperson [01/04/2020-31/12/2020]
- 7) (2016) Key Result Area (KRA) KITA. Pengerusi KRA 6: Meningkatkan Prasarana Kondusif
- 8) (2013) KITA Discourse Series Coordinator, 2013-2016
- 9) (2012) KITA Postgraduate Colloquium Coordinator, [01/01/2012-30/05/2017]

9. NETWORK & ASSOCIATION

- 1) (2025-present) International Visual Sociology Association (IVSA), Ordinary member.
- 2) (2024-present) International Society for the Study of Chinese Overseas (ISSCO), Ordinary member
- 3) (2018-2024) Malaysia Social Science Association. Ordinary member, 2018-2024.
- 4) (2014-2024) Association for Asian Studies. Ordinary member, 2014-2016; 2021-2024.
- 5) (2014-2017) International Sociological Association. Ordinary member, 2014-2017.

10. COMMUNITY SERVICE

- 1) (2025) Field expert, interview on heritage food for MOTAC publicity piece, 8 October, Penang.
- 2) (2024-2025) Advisor, Terengganu Peranakan Chinese Association, NGO. [01/08/2024-31/07/2025]
- 3) (2024-2025) Deputy Chairperson, Website Committee, Terengganu Peranakan Chinese Association, NGO. [01/08/2024-31/07/2025]
- 4) (2023) Advisor, Terengganu Peranakan Mid-Autumn Festival 2023 under Projek Geran Arts for All Season (ArtFAS), Yayasan Hasanah [04/09/2023-30/10/2023]
- 5) (2023) Advisor, Reruai Peranakan Cina by Perpustakaan Tun Seri Lanang (PTSL) UKM, 26/10/2023
- 6) (2022-2023) Advisor, Peranakan Chinese of Terengganu: Their Lifestyle under Projek Geran Arts for All Season (ArtFAS), Yayasan Hasanah [01/09/2022-31/01/2023]
- 7) (2022) Field expert, interview on 'Relations and Race Sentiments after GE15' for Sin Chew Daily, 22-24 November.
- 8) (2022) Field expert, interview on 'Peranakan Cina Kelantan' documentation video for Kelantan Peranakan Chinese Association, 20 August.

- 9) (2022) Advisor (Commemorative Book Division) for Terengganu Peranakan Festival 2022 by the Terengganu Peranakan Chinese Association supported by Terengganu State Government [15/07/2022-12/09/2022].
- 10) (2022) 'Perspectives of interracial relationships in Malaysia: Generation X and Generation Z compared', Higher School Certificate (HSC) research project, Australian International School Malaysia) [06/06/2022-18/06/2022]
- 11) (2021-2023) Advisor (Education Division), Persatuan Peranakan Cina Kelantan (PPCK) for 2021-2023 session.
- 12) (2021) Consultant on Peranakan phenomenon for "Back to the Foodture" TV programme, 8TV [20/3/2021-22/3/2021]
- 13) (2015-2016) Webmaster, Persatuan Peranakan Cina Kelantan, NGO. [14/5/2015-13/5/2016]