

DR. RACHEL CHAN SUET KAY

Research Fellow | Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia (UKM)

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1. BIOGRAPHY & RESEARCH STATEMENT

Dr. Rachel CHAN Suet Kay is a Research Fellow at the Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia (UKM). She specialises in cultural sociology, consumer culture, cultural heritage, popular culture (manga/anime), and digital sociology. She is an Academic Editor and Editorial Board Member for PLOS ONE, Managing Editor for the *Journal of Ethnic and Diversity Studies* (JOEDS), and Chief Editor of the *UKM Ethnic Studies Paper Series*. She received her PhD in Sociology and MA in Sociology by Research from the University of Malaya, and a BSc (Hons) in Sociology and Diploma in Economics from the University of London (LSE). She is available to supervise PhD and Masters by Research students in the social sciences.

2. EDUCATION & QUALIFICATIONS

- **Doctor of Philosophy (Sociology)** – University of Malaya (2016)
- **Master of Arts by Research (Sociology)** – University of Malaya (2012)
- **Bachelor of Science (Honours) Sociology** – University of London, London School of Economics and Political Science (2007)
- **Diploma in Economics** – University of London, London School of Economics and Political Science (2005)

3. ACADEMIC & EDITORIAL APPOINTMENTS

- **Academic Editor & Editorial Board Member** – PLOS ONE (2026–Present)
- **Managing Editor** – *Journal of Ethnic and Diversity Studies* (JOEDS) (2023: Beginning–Present)
- **Chief Editor** – *UKM Ethnic Studies Paper Series* (2019–Present)
- **Research Fellow** – Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia (2017–Present)
- **Visiting Lecturer & Doctoral Supervisor** – Swiss Institute of Management & Sciences (2025–2026)
- **Consultant & Youth Director of Culture & Education** – Chan She Shu Yuen KL & Selangor (CSSYKL) (2019–2025)

4. PUBLICATIONS

Authored Books & Monographs

1. **Chan, R.S.K.(2022).** *Chinese Values, Western Values and the Survival of the Chinese Clan as a Social Institution*. Bangi: Penerbit UKM.
2. **Chan, R.S.K.(2021).** *Ah Beng Subculture and The Anti-Capital of Social Exclusion*. Bangi: Penerbit UKM.
3. **Chan, R.S.K.(2021).** *Folklore, fun and fandoms: discerning the cultural logic and gamified practices of fan-driven multimedia translations*. UKM Ethnic Studies Paper Series 69. Bangi: Institut Kajian Etnik.
4. **Olmedo, E., & Chan, R.S.K.(Eds.) (2021).** *Indigeneity and Food: Politics, Transnationalism and Social Inclusion*. Bangi: Penerbit UKM.
5. **Chan, R.S.K.(2020).** *The Convergence of Chinese and Western Values as Global Habitus*. Bangi: Penerbit UKM.

Monographs

- *The Convergence of Chinese and Western Values as Global Habitus* (Penerbit UKM, 2020)
- *Ah Beng Subculture and The Anti-Capital of Social Exclusion* (Penerbit UKM, 2021)
- *Chinese Values, Western Values and the Survival of the Chinese Clan as a Social Institution* (Penerbit UKM, 2022)

(Features original monograph cover painting by Dr. Rachel Chan Suet Kay)

MONOGRAPHS



Book Chapters

1. **Chan, R.S.K. (2023).** Fairy tales in action Chinese online fiction English fan translation and the fan as the author. In *The Bloomsbury Handbook of Modern Chinese Literature in Translation* (pp. 265–276). London: Bloomsbury.
2. **Chan, R.S.K. (2022).** Reciprocal bilingualism: the case of bananas or purely English-speaking Malaysian Chinese. In *Cultural Heritage & Contemporary Change* (pp. 327–340). Washington: Council for Research in Values and Philosophy.
3. **Chan, R.S.K. (2021).** "Sudah Makan?" Nasi Lemak Stalls as Social Integration Platforms in Malaysia. In *Indigeneity and Food: Politics, Transnationalism and Social Inclusion* (pp. 213–227). Bangi: Penerbit UKM.
4. **Kartini Aboo Talib @ Khalid, & Chan, R.S.K. (2020).** Dasar Top Down dan mekanisme penyatupaduan kaum. In *Tapak Integrasi dan Wahana Penyatupaduan Bangsa* (pp. 18–44). Bangi: Penerbit UKM.
5. **Chan, R.S.K., & Kartini Aboo Talib @ Khalid. (2020).** Pengukuran Integrasi Sosial dan Bukannya Stratifikasi Sosial. In *Tapak Integrasi dan Wahana Penyatupaduan Bangsa* (pp. 135–147). Bangi: Penerbit UKM.

6. **Chan, R.S.K., & Kartini Aboo Talib @ Khalid. (2020).** Pembulian Siber Suatu Gerakan Sosial. In *Ekstremisme dan Keganasan: Konteks, Konsep dan Praktis* (pp. 137–148). Bangi: Penerbit UKM.
7. **Chan, R.S.K. (2020).** The convergence of Chinese and Western values as global habitus. In *Socio-Economic Realities in Society* (pp. 49–73). Minden: Penerbit USM.
8. **Chan, R.S.K. (2019).** The Ah Beng Subculture: The Influence of Consumption on Identity Formation Among the Malaysian Chinese. In *Trending Now: New Developments in Fashion Studies* (pp. 93–101). Leiden: Brill.

Refereed Journal Articles (Web of Science / SCOPUS / ERA)

1. **Chan, R.S.K.(2026).** AI-generated Art and the Bourdieusian Conundrum of Aesthetic Boundaries. *Hyperrhiz: New Media Cultures*, 30, 1–1. (ERA)
2. **Chan, R.S.K.(2026).** Folklore, Authenticity and the Tourist Gaze in Touring Chinese Cultural Heritage. *Folklore: Electronic Journal of Folklore*, 98(1), 313–336. (SCOPUS, WOS)
3. **Tang, Y. Y., Kartini Aboo Talib@Khalid, & Chan, R.S.K.(2026).** Sustaining "Chineseness" via Chinese clan associations: Youth and the reproduction of social capital. *Journal of Nusantara Studies (JONUS)*, 11(1), 155–173. (ESCI)
4. **Sun, J., Kartini Aboo Talib@Khalid, & Chan, R.S.K.(2026).** Sustainable development of rural tourism resources of The Li Ethnic group in Hainan through structuralism: Systematic literature review. *Multidisciplinary Reviews*, 9(5), 1–12. (SCOPUS)
5. **Yang, S., Chan, R.S.K., Kartini Aboo Talib@Khalid, & Johan, A. B. (2026).** Tradition meets innovation: A systematic literature review of historical costume culture in Chinese historical films (2000–2024). *Multidisciplinary Reviews*, 9(4), 1–13. (SCOPUS)
6. **Lyu, S., Chan, R.S.K., & Olmedo Panal, E. (2026).** Constructing ethnic consciousness: the role of cultural heritage in Malaysia. *Ethnic and Racial Studies*, 49(1-2), 54–76. (WOS Q1, SCOPUS)
7. **Chan, R.S.K.(2025).** Book Review: Japan on American TV: Screaming Samurai Form Anime Clubs in the Land of the Lost, Alisa Freedman (2021). *East Asian Journal of Popular Culture*, 11(2), 287–289. (SCOPUS)

8. **Chan, R.S.K.(2025).** Alternative fairy-tale endings and the main character syndrome: "happily ever after" for the woke generation. *Feminist Media Studies*, 2014–2017. (SCOPUS, WOS Q1)
9. **Chan, R.S.K.(2025).** The re-structure of iki: Japanese aesthetic habitus in Sherlockian Japanese manga. *Journal of Graphic Novels and Comics*, 1–12. (SCOPUS)
10. **Chan, R.S.K.(2025).** Six Cent Jours sur Duolingo: An Autoethnographic Account of Language Learning Using Apps. *SAGE Research Methods: Data and Research*, 1–25.
11. **Shamsul Amri Baharuddin, & Chan, R.S.K.(2025).** Consensus and contestation in the formation of Malaysian studies: a paradigmatic comparison. *Kajian Malaysia*, 43(1), 73–94. (SCOPUS, ESCI)
12. **Zhang, X., Chan, R.S.K., & Tan, R. H. (2025).** Translation styles in two Chinese versions of A Bend in the River: A corpus-based study through Bourdieu's practice theory. *Forum for Linguistic Studies*, 7(11), 1110–1125. (SCOPUS)
13. **Sun, J., Kartini Aboo Talib@Khalid, & Chan, R.S.K.(2025).** Deep Learning models for cultural pattern recognition: preserving intangible heritage of Li ethnic subgroups through intelligent documentation systems. *Future Technology*, 119–137. (SCOPUS)
14. **Chan, R.S.K.(2024).** Moriarty the Patriot: Sherlockian Manga and the Game of City Living. *Journal of Ethnic and Diversity Studies (JOEDS)*, 2(2), 1–12.
15. **Tang, Y. Y., & Chan, R.S.K.(2024).** Unveiling the importance of the roles of social capital from clan association memberships: a comprehensive review. *Journal of Ethnic and Diversity Studies (JOEDS)*, 2(1), 1–16.
16. **Chan, R.S.K., Kartini Aboo Talib@Khalid, & Shamsul Amri Baharuddin. (2024).** From Superdiversity to Social Difference: A Critique of Vertovec's Paradigm Shift. *Journal of Ecohumanism*, 3(8), 150–160. (SCOPUS)
17. **Lyu, S., Chan, R.S.K., & Olmedo, E. (2023).** Sports and heritage: a review of the Chinese lion dance. *Journal of Ethnic and Diversity Studies (JOEDS)*, 1(2), 1–13.
18. **Shamsul Amri Baharuddin, Kartini Aboo Talib@Khalid, & Chan, R.S.K.(2023).** An introduction to JOEDS and KITA: an editorial by the JOEDS editors. *Journal of Ethnic and Diversity Studies (JOEDS)*, 1(1), 1.

19. **Chan, R.S.K.(2023).** Towards manga as cultural potpourri: dramaturgy of ethnicity and diversity in selected Malaysian manga. *Journal of Ethnic and Diversity Studies (JOEDS)*, 1(1), 1–13.
20. **Chan, R.S.K.(2023).** Six mois sur Duolingo pour apprendre le français, le chinois, et d'autres langues: An experiential diary account of linguistic diversity. *SiSAL Journal Studies in Self-Access Learning*, 14(1), 81–101. (SCOPUS)
21. **Sarjono, F., Kartini Aboo Talib@Khalid, & Chan, R.S.K.(2022).** The smokol phenomenon in Malaysia-Indonesia cross-border informal trade at Sebatik Island. *JATI-Journal of Southeast Asian Studies*, 27(2), 48–72. (ESCI)
22. **Yusof, D. E. A., Chang, P. K., Salleh, M. A. M., & Chan, R.S.K.(2022).** Kesahan dan kebolehpercayaan instrumen mediasi pengasuhan dan gaya keibubapaan terhadap pengasuhan digital. *Jurnal Komunikasi: Malaysian Journal of Communication*, 38(4), 137–162. (SCOPUS)
23. **Kartini Aboo Talib@Khalid, Ramli, N. A., Chan, R.S.K., & Azmi, Z. (2021).** Women and politics: The contestation for visibility. *AKADEMIKA Journal of South East Asia Social Sciences and Humanities*, 91(2), 105–116. (ESCI)
24. **Sarjono, F., et al. & Chan, R.S.K.(2021).** A grey area phenomena: a survival of informal cross border trade at Sebatik Island, Malaysia. *Turkish Online Journal of Qualitative Inquiry*, 12(6), 7122–7137. (SCOPUS)
25. **Yusof, D. E. A., Chang, P. K., Salleh, M. A. M., & Chan, R.S.K.(2021).** Mediasi aktif dalam pengasuhan digital ke atas perkembangan kanak-kanak. *INSANIAH: Online Journal of Language, Communication, and Humanities*, 4(1), 107–123.
26. **Chan, R.S.K.(2020).** Aesthetics of super-diversity: the Cantonese ancestral clan building as social integration platform. *Finisterra Revista Portuguesa de Geografia*, 55(113), 45–62. (SCOPUS)
27. **Chan, R. S. K., & Kartini Aboo Talib@Khalid (2020).** Chan She Shu Yuen: the Cantonese ancestral clan in Malaysia as transnational social support network. *HSE Social and Education History*, 9(1), 1–37. (SCOPUS)
28. **Chan, R.S.K.(2020).** "Selam Bundle": Thrift shopping as Malaysian social class integration platform. *Jebat: Malaysian Journal of History, Politics and Strategic Studies*, 47(3), 376–402. (ESCI)

29. **Sarjono, F., Kartini Aboo Talib@Khalid, & Chan, R.S.K.(2020).** Memahami konsep perdagangan sempadan, perdagangan tukar barang dan perdagangan informal rentas sempadan: Kajian kes pulau sebatik Malaysia Indonesia. *e-Bangi: Journal of Social Sciences and Humanities*, 17(6), 160–180.
30. **Chan, R.S.K.(2019).** In with the old: Community participation in heritage management in selected Malaysian tourist sites. *JATI-Journal of Southeast Asian Studies*, 24(2), 131–154. (ESCI)
31. **Chan, R.S.K.(2018).** Breaking windows: Malaysian manga as dramaturgy of everyday-defined realities. *JATI-Journal of Southeast Asian Studies*, 23(2), 205–229. (ESCI)
32. **Chan, R.S.K.(2018).** Expressive rationality habitus and field in a Malaysian cosplay community. *The International Journal of Asia Pacific Studies*, 14(1), 133–163. (SCOPUS, WOS)
33. **Chan, R.S.K.(2018).** In between worlds: the convergence of Chinese and Western values as global habitus. *Journal of Southeast Asian Studies*, 23(1), 156–190. (ESCI)
34. **Chan, R.S.K.(2017).** Game of translations: Virtual community doing English translations of Chinese online fiction. *Journal of Science and Technology of the Arts*, 9(1), 39–55. (SCOPUS)
35. **Chan, R.S.K., Edo, J., & Hussain, R. B. M. (2016).** Global habitus: Collectivist and individualist values in cultural capital among Chinese Malaysian youth. *Kajian Malaysia*, 34(1), 35–57. (SCOPUS)
36. **Chan, R.S.K., Edo, J., & Hussain, R. B. M. (2016).** Global habitus: Multilingual identity differences expressed through cultural capital. *Educate~*, 16(1), 25–34.
37. **Chan, R.S.K., Edo, J., & Hussain, R. B. M. (2015).** Expectation vs Reality: Cosmopolitan and Insular Social Capital among Malaysian Chinese Youth. *Glocalism: Journal of Culture, Politics and Innovation*, 2(1), 1–17.
38. **Chan, R.S.K., & Edo, J. (2015).** The Ah Beng subculture as a case study of Malaysian Chinese identity formation. *Sarjana*, 30(1), 71–81.

5. RESEARCH GRANTS (TOTAL: RM 2,648,436)

1. **Principal Investigator** – *Comparing Sociological Discourse in Japanese Manga and Malaysia Manga for Educational Purposes* | International Grant (2024–2025)
2. **Principal Investigator** – *Superdiversity Networks: Cantonese Clan Associations in Malaysia as Transnational Social Support System* | National FRGS Grant (RM 220,403, 2019–2022)
3. **Co-Researcher** – *Advancing Indigenous Wild Gardens for Healthy and Biodiverse Food Systems in Asia* | International Grant (2022–2024)
4. **Co-Researcher** – *Pengurusan Kepelbagaian Agama dan Institusi Agama di Indonesia* | University Grant (2018–2021)
5. **Co-Researcher** – *Migration and Superdiversity: A New Concept and Challenges for National Integration* | National Grant (2017–2020)
6. **Co-Researcher** – *Platform Integrasi: Pendekatan 'Top-down' dan 'Bottom-up' Dalam Mendepani Cabaran Kesepaduan Sosial* | National Grant (2017–2018)
7. **Co-Researcher** – *Kajian Pembangunan Indeks Perpaduan Nasional* | National Grant (2017–2019)
8. **Co-Researcher** – *City Plus FM Study* | National Grant (2016–2017)
9. **Principal Investigator** – *Dana Penerbitan Buku (DPB-2021-261)* | University Grant (2021)
10. **Principal Investigator** – *Dana Penerbitan Buku (DPB-2021-264)* | University Grant (2021)

6. AWARDS, HONORS & CERTIFICATIONS

- **Anugerah Perkhidmatan Cemerlang (APC)** – Universiti Kebangsaan Malaysia (2022)
- **Anugerah Individu Cemerlang (Inovasi) Bidang Sains Sosial** – UKM MyRA Excellence Awards (Received 3 times: **2019, 2021, and 2024**)
- **Sijil AI untuk Rakyat** – National AI Literacy Initiative (2024)
- **Best Presentation Award** – 3rd ASIA International Multidisciplinary Conference (AIMC 2019)

- **Top Reviewer on Publons** – *Sociological Inquiry & Journal of Consumer Culture* (2019)
- **Winner (1st Place)** – University of Malaya Three Minute Thesis (3MT) Competition (2014)

7. CONTINUING EDUCATION & RAKYAT DIGITAL COURSERA CERTIFICATIONS

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Coursera Specialisations

- **Modern and Contemporary Art and Design Specialization** – Museum of Modern Art (Coursera), Oct 2026
- **Generative AI for Web Development Specialization** – Scrimba (Coursera), Oct 2026
- **Google AI Professional Certificate** (Coursera), Oct 2026
- **Google Project Management Professional Certificate**, Oct 2026
- **Applied Statistics Using Stata Specialization** – SAGE Publications (Coursera), Oct 2026
- **Strategic Leadership Fundamentals Specialization** – University of Huddersfield (Coursera), Oct 2026
- **Piano Techniques and Essentials Specialization** – Berklee College of Music (Coursera), Sep 2026

Other Individual Courses

- **Étudier en France: French Intermediate Course B1-B2** – École Polytechnique (Coursera), Sep 2026
- **Français Élémentaire A2** – Università di Napoli Federico II (Coursera), Sep 2026

8. SERVICE, PEER REVIEW & PUBLIC ENGAGEMENT

- **Editorial Roles:** Academic Editor at PLOS ONE, Managing Editor at JOEDS, Chief Editor at UKM *Ethnic Studies Paper Series*.
- **Peer Review Activity:** Over 119 verified peer reviews across 37 international journals and funding agencies (including SAGE Open, *Journal of Consumer Culture*, *Sociological Inquiry*, *Ethnicities*, *Internet Research*, and *Environmental Claims Journal*).
- **Media & Public Engagement:** Invited expert on TV3 Nightline (2026), Astro AWANI Pagi (2024), TEDxTaylorsUniversity Speaker (2021), and BFM 89.9 Podcast guest.
- **Gemini AI Champion:** Appointed as representative for the Social Sciences in UKM (2026).

9. TEACHING & SUPERVISION

- **Course Coordinator and Main Lecturer:** RERE6022 Social Thought in Ethnic Studies (since 2020).
- Supervision (PhD):

Ongoing	Completed
1. Tang Ying Ying 2. Sun Jing 3. Tang Thong Nhan 4. Li Xiaojun 5. Yang Sidian 6. Yang Yang 7. Zhang Xin 8. Wang Menghui 9. Huang Fei 10. Melvin Foo Bok Yee 11. Yu Yawei 12. Wang Hong 13. Kooi Eng Chong	1. Dayangku Egawaty Binti Awang Yusof (2025) Thesis title: Pengaruh Dampungan Dalam Pengasuhan Digital Kanak-Kanak <i>Committee Member</i> 2. Fauzie Bin Sarjono (2022) Thesis title: Fenomena Smokol Dalam Aktiviti Perdagangan Informal Rentas Sempadan Di Pulau Sebatik Malaysia-Indonesia <i>Co-Supervisor</i> 3. Beh Sang How (2022) Thesis title: Pengaruh Pengantaraan Transisi Politik Dalam Model Kesepaduan

- 14. Luo Linzi
- 15. Fang Zhihao
- 16. Nor Zuwairi Bin Zakwa

**Nasional Kawasan Rukun Tetangga Di
Malaysia**

Committee Member

4. Lyu Sheng (2025)

**Thesis title: Living Heritage In Practice:
Exploring The Social-Material Networks
Of Lion Dance In Malaysia** *Main*

Supervisor

*GOT (Graduate on Time)

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