

Curriculum Vitae

Assistant Professor Dr. Boonying Kongarchapatara

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Present Position *Executive Committee Member*
Assistant Dean for Academic and Chair of Marketing Program
College of Management, Mahidol University

EDUCATION	Doctor of Philosophy (Ph.D. in Management)	2015
	College of Management, Mahidol University	
	Master of Science in Management	2010
	Assumption University	
	Master of Arts in Economic Law	2001
	Faculty of Law, Chulalongkorn University	
	Master of Science in Finance	1997
	University of Illinois, Urbana-Champaign, U.S.A	
	Bachelor of Economics (International Economics)	1993
	Faculty of Economics, Chulalongkorn University	

ACHIEVEMENT AND AWARD

2019 – 2023 Outstanding Teaching Award of Honor, Year 2023
Certificate of Excellence “Outstanding Teaching Performance 2022”
Certificate of Excellence “Outstanding Teaching Performance 2021”
Certificate of Excellence “Outstanding Teaching Performance 2020”
Certificate of Excellence “Outstanding Teaching Performance 2019”
Certificate of Excellence “Outstanding Teaching Performance 2018”
College of Management, Mahidol University

2019 Best Paper Award at 9th International Conference on Advances in Social Sciences, Management And Human Behaviour, Bangkok.

EXPERIENCES IN ACADEMIC INSTITUTIONS

2022 – Present Assistant Dean for Academic
College of Management, Mahidol University

2020 – 2021 Assistant Dean for Data Analytics and Knowledge Management
College of Management, Mahidol University

2019 – 2020 Assistant Dean for Organization Communication
College of Management, Mahidol University

2017 – Present Chair of Marketing Program [Thai Curriculum]
College of Management, Mahidol University

2016 - Present Full-time Faculty, College of Management, Mahidol University
[Teaching: Omni-channel Retail Marketing and Strategy,
Marketing Research, Seminar in Marketing]

2016 – Present Guest Lecturer / Guest Speaker

- * University of Thai Chamber of Commerce
- * Stamford University
- * Panyapiwat Institute of Management

2011 - Present Visiting Lecturer, Department of Housing and Real Estate,
Faculty of Architecture, Chulalongkorn University

2011 - Present Reviewer of Academic and Research Articles

- * Journal of Food Products Marketing
- * Journal of Architectural/Planning Research and Studies, Thailand
- * Journal of Thai Interdisciplinary Research, Thailand
- * The 8th Conference on Retailing in the Asia Pacific, Thailand
- * Sarasart Conference, Chulalongkorn University, Thailand
- * The 2012 ANZMAC Conference, Adelaide, Australia.

- 2011 – 2015 Adjunct Faculty, College of Management, Mahidol University
[Teaching: Retail Marketing, Retail Business Management]
- 2011 – Present Deputy Program Director and Lecturer
RE-CU Financial Feasibility & Cashflow Projection [Intake 1-9]

EXPERIENCES IN BUSINESS AND CORPORATE TRAINING

- 2022 - Present **Academic Committee**
UPM Academy by Origin PCL
- 2022 **Marketing Strategy Consultant**
* Global Startup Hub Thailand by True Corporation and NIA
* Institute for Information Industry, Taiwan
- 2021 - 2022 **Retail Marketing Advisor and Witness Expert for Tasuko**
[Food Product's Branding and Marketing Communication]
Ubon Sunflower Co., Ltd. [Subsidiary of Ubon Bio Ethanol PCL]
- 2021 **Guest Lecturer and Workshop Commentator**
PTT Oil and Retail Business PCL [PTTOR]
[Retail Strategies for PTT Gas Stations and Thai-Ded Stores]
- 2015 – 2022 **Guest Lecturer / Speaker**
* Thailand Institute of Justice (Public Organization)
* Department of Treasury, Ministry of Finance [Feasibility Study]
* New Economy Academy, Ministry of Commerce
[Global Trends for Silver Age Product & Service Marketing]
* Department of Industrial Promotion, Ministry of Industry
[Business Model and Product Design for Circular-economy]
* NEO Academy [Marketing Plan, Silver Age Marketing]
* UPM Academy [Tech-empowered Marketing 5.0 Strategies]
* Advanced Retail Management, CP All [Future of Retail]
* Siam Makro PCL [Effective Business for Store Managers]

* CMMU Alumni Association [The Transformer]

- 2015 - Present **Founder and Executive Board Member**
Mason Appetite Specialty Store [Retailing and Distributing Business]
- 2015 - Present **Founder and Chief Consulting Officer**
Retailigence Co., Ltd. [Retail and Marketing Consulting Business]
- 2004 – 2015 **Executive Vice President & Chief Retailing Officer**
True Value (Thailand) Co., Ltd. [Retailing Business]
- 1997 – 2005 **Managing Director**
Pipitcharn Co., Ltd. (Construction Business)
- 1993 – 1995 **Credit Officer, Department of Real Estate Business**
Siam Commercial Bank PCL

SOCIAL WORK

- 2022 – Present **Reviewer of Granting Project Proposal**
Thai Health Promotion Foundation
- 2018 - 2019 **Committee Member of Academic Sub-Committee**
Zoological Park Organization, Thailand
- 2006 - 2010 **Council Member of International Advisory Council**
True Value, USA
- 1999 - 2000 **Board Member of Construction Committee**
Thai Chamber of Commerce, Thailand

PUBLICATIONS

JOURNAL PUBLICATIONS

Yoopetch, C., Nimsai, S. and **Kongarchapatara, B.** (2022), Bibliometric Analysis of Corporate Social Responsibility in Tourism. *Sustainability [Scopus, Q1]*, Vol. 15, Issue 1, 668.

Yoopetch, C., **Kongarchapatara, B.** and Nimsai, S. (2022), Tourism Forecasting Using the Delphi Method and Implications for Sustainable Tourism Development. *Sustainability [Scopus, Q1]*, Vol. 15, Issue 1, 126.

Kongarchapatara, B. and Hanpanit, S. (2021), Examining Customers' Intention to Purchase Circular Economy Products Using Theory of Planned Behavior and Moderating Effects. *Academy of Strategic Management Journal [Scopus, Q3]*, Vol. 20, Issue 3.

Yoopetch, C., Nimsai, S. and **Kongarchapatara, B.** (2021), The Effect of Employee Learning, Knowledge on Employee Performance in The Hospitality Industry. *Sustainability [Scopus, Q1]*, Vol. 13, Issue 8, 4101.

Yoopetch, C. and **Kongarchapatara, B.** (2021), Sustainable Livelihood and Revisit Intention for Tea Tourism Destinations: An Application of Theory of Reasoned Action. *Academy of Entrepreneurship Journal [Scopus, Q3]*, Vol. 27, Special Issue 3, 1-13.

Thananusak, T., Punnakitikashem, P., Tanthasith, S. and **Kongarchapatara, B.** (2021), The Development of Electric Vehicle Charging Stations in Thailand: Policies, Players, and Key Issues (2015-2020). *World Electric Vehicle Journal [Scopus, Q2]*, Vol. 12, Issue. 2, 1-30.

Kongarchapatara, B. (2019), Exploratory Study of Hedonic Motivation in Food and Grocery Shopping in Thailand. *International Journal of Social Science and Human Behavior Study*, Vol. 6, Issue. 2, 53-57.

Kongarchapatara, B. and Shannon, R. (2016), The Effect of Time Stress on Store Loyalty: A Case of Food and Grocery Shopping in Thailand. *Australasian Marketing Journal [Scopus, Q2]*, Vol. 24, No. 3, 267-274.

Kongarchapatara, B., Moschis, G. and Ong, F.S. (2014), Understanding the Relationships between Age, Gender, and Life Satisfaction: The Mediating Role of Stress and Religiosity. *Journal of Beliefs & Values [Scopus, Q1]*, Vol. 35, No. 3, 340-358.

BOOK CHAPTER

Kongarchapatara, B. and Shannon, R. (2015), Transformation in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies. In: Malobi Mukherjee, Richard Cuthbertson and Elizabeth Howard, editors. Retailing in Emerging Markets: A policy and strategy perspective, Routledge, UK.

REFEREED ACADEMIC CONFERENCES

Hanpanit, S. and **Kongarchapatara, B.** Purchase Intention Towards Circular Economy Products in Thailand, 2nd International Conference on Business Sustainability and Innovation, October 2020, Penang, Malaysia.

Matrajumroonkul, B. and **Kongarchapatara, B.** The Critical Role of Internal Marketing R&D Collaboration in Private Organization towards New Product Development, 2nd ASIA International Multidisciplinary Conference, May 2018, Johor Bahru, Malaysia.

Kongarchapatara, B. and Rodjanatara, C. Factors Affecting Adoption versus Behavioral Intention to Use QR Code Payment Application, 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, April 2018, Osaka, Japan.

Kongarchapatara, B. and Shannon, R., The Mediating Effect of Chronic Stress on Time-pressured Consumers and Their Shopping Behaviors, The CLSG International Conference Series 2015, November 2015, Bangkok.

Kongarchapatara, B. and Shannon, R., Behavioral Change of Loyalty Program Members: An Investigation of Customers' Purchase When Ones Move from Lower to Upper Tier, The Seventh Oxford Asia Retail Conference, September 2014, Singapore.

Kongarchapatara, B. and Shannon, R., Investigating the Effectiveness of a Loyalty Program Through the Relationships of Program Design, Implementation, and Customer Loyalty, The 2012 ANZMAC Conference December 2012, Adelaide, Australia.

Kongarchapatara, B., Laisawat S. and Shannon, R., Shopping Motives and Attitudes towards Retail Attributes: A Comparative Study of Shoppers Who Prefer Enclosed Malls versus Open-aired Malls in Thailand, The Sixth Asia Pacific Retailing Conference, September 2012, Kuala Lumpur, Malaysia.

PROFESSIONAL AND SKILL TRAINING

- 2023 * Pricing Strategy [IE Business School, Coursera, Mar. 2023]
- 2022 * AI in Medicine [Faculty of ICT, Mahidol University, Sept. 2022]
- * Data Science for Medical [Prince Sonkla University, May 2022]
- * Data Engineering Professional [Rapid Miner, May 2022]
- * AI For Business [Wharton School of the University of Pennsylvania, Coursera, Feb.-Apr. 2022]: AI Fundamentals/ AI Applications in Marketing and Finance/ AI Applications in People Management/ AI Strategy and Governance
- 2021 * Omnichannel Retail Strategy [Wharton School of the University of Pennsylvania, Coursera, Sept. 2021]
- * Renewable Energy & Green Building Entrepreneurship [Nicholas School of Environment, Duke University, Coursera, Apr. 2021]
- * MTBN Certification in Pricing and Demand Analytics [Apr. 2021]
- * MTBN Certification in Profit Impact Metrics [Jan. 2021]
- * MTBN Certification in Distribution Metrics [Jan. 2021]
- 2020 * Marketing Analytics [Darden School of Business, University of Virginia, Coursera, Nov. 2020]
- * MU Quality System for Executives, Mahidol University
- 2019 * Multi-Mentoring System for Researcher, Intake 2
Thailand Research Fund (TRF), incorporation with Mahidol University
- 2018 * Head of Department Development Program #3, Mahidol University
- 2016 * Faculty Development Program, Intake #23, Mahidol University
- 2014 * Real Estate Development for Hotel Business (RE-CU Hotel)
Faculty of Architecture, Chulalongkorn University
- 2012 * Real Estate Development Strategy and Management (RE-CU Senior)
Faculty of Architecture, Chulalongkorn University
- 2010 * Advanced Retail Management (ARM), Intake 7
Panyapiwat Institute of Management & CP All Group