

## ASSOCIATE PROFESSOR DR. CHANIN YOOPETCH

รองศาสตราจารย์ ดร. ชนินทร์ อยู่เพชร

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### EDUCATION:

National Institute of Development Administration, Bangkok, Thailand  
Major: PhD. in Development Administration

The University of Toledo, Toledo, Ohio, USA. 1995 to 1997.  
Major: Master of Business Administration (MBA) with  
emphasis in Finance.

The University of the Thai Chamber of Commerce, Bangkok, Thailand,  
1990 to 1994.  
Major: Bachelor of Arts (BA) with emphasis in Economics.

### EXPERIENCE:

- 2021 – Present Associate Professor of Management, College of Management, Mahidol University
- 2018 - 2021 Program Chair of Corporate Finance Program, College of Management, Mahidol University
- 2017- Present Assistant Professor, Marketing and Finance Programs, College of Management, Mahidol University
- 2013 – Present Visiting Professor at Lucerne University of Applied Sciences and Arts, Switzerland
- 2012- Present Committee and Researcher, Creative Academy for Cultural and Heritage Tourism, Mahidol University
- 2011- 2013 Chairman of Tourism and Hospitality Management Division, Mahidol University International College
- 2009- 2017 Assistant Professor, Tourism and Hospitality Management Division, Mahidol University International College (MUIC)
- 1998-2009 BBA Program, the University of the Thai Chamber of Commerce, Bangkok, Thailand
- 1997-1998 Economist, Tax Policy Division, Fiscal Policy Office, Ministry of Finance, Thailand

### RESEARCH:

#### Journal Publication

Ampornklinkaew, C., & Yoopetch, C. (2025). Antecedents of electric-vehicle repurchase intention: the application of customer commitment and anticipated regret. *Sustainable Futures*, 100913. (Scopus) Q1

Yoopetch, C., & Chareanporn, T. (2024). Measuring Hotel Financial and Non-Financial Performance in Thailand: The Application of Technology-Organization-Environment (TOE) Framework. *J. Ecohumanism*, 3, 1703-1718.

Yoopetch, C., & Chirapanda, S. (2024). The effects of electronic word of mouth, customer attitude, and service quality on revisit intention of wellness tourism. *Journal of Ecohumanism*, 3(6), 796-813.

Yoopetch, C., Damrongmahasawat, S., & Promsiri, T. (2024). Exploring Factors Influencing Repurchase Intention of Thai Cultural Design Cloth Products. *Journal of Ecohumanism*, 3(6), 154-174.

Yoopetch, C. & Chirapanda, S. (2024). The Investigation of the Entrepreneurial Intention of the Younger Generation in the Tourism and Hospitality Industry, *FWU Journal of Social Sciences*, 18(2) 1-14. (Scopus) Q1

Chareanporn, T. & Yoopetch, C., (2024), The Influencing Resources of Innovation Development Toward Competence-based Organizational Innovation: A Case Study of Tourist Accommodation Business in Thailand, *Connexion: Journal of Humanities and Social Sciences*, 13(1), 54-78.

Subying, C., & Yoopetch, C. (2023). A Bibliometric Review of Revenue Management in the Tourism and Hospitality Industry, 1989–2021. *Sustainability*, 15(20), 15089. (Scopus) Q1

Yoopetch, C. (2022). Sustainable Cultural Tourism and Community Development: The Perspectives of Residents' and the Application of Social Exchange Theory. *Journal of Urban Culture Research*, 24, 3-22. (Scopus) Q1

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

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

Anannukul, N., & Yoopetch, C. (2022). The determinants of intention to visit wellness tourism destination of young tourists. *Kasetsart Journal of Social Sciences*, 43(2), 417-424. (Scopus) Q2

Yoopetch, C., Siriphan, P., & Chirapanda, S. (2022). Determinants of Customer Satisfaction Via Online Food Delivery Applications. *ABAC Journal*, 42(2), 70-88. (Scopus) Q1

Chareanporn, T., Rodbundith, T. S., & Yoopetch, C. (2021) The Innovative Patient Service Design Development: A Case Study in the Premium Healthcare Business in Chiang Rai, Thailand, *UTCC International Journal of Business and Economics (UTCC IJBE)*, 13(3), 43-58.

Yoopetch, C., & Chaithanapat, P. (2021). The effect of financial attitude, financial behavior and subjective norm on stock investment intention. *Kasetsart Journal of Social Sciences*, 42(3), 501-508. (Scopus) Q2

Chareanporn, T., Yoopetch, C., Jongsureyapart, C., Junkrachang, P., & Vinitkhatkumnuen, E. (2021), The Development of Customer Journey on Patient Service Design: A Case Study in Healthcare Business in Thailand, *UTCC International Journal of Business and Economics (UTCC IJBE)*, 13(2), 77-96.

Yoopetch, C., & Chaithanapat, P. (2021). Tourist shopping of apparel products and brand loyalty. *Kasetsart Journal of Social Sciences*, 42(2), 269-274.(Scopus) Q2

Yoopetch, C., Nimsai, S., & Kongarchapatara, B. (2021). The Effects of Employee Learning, Knowledge, Benefits, and Satisfaction on Employee Performance and Career Growth in the Hospitality Industry. *Sustainability*, 13(8), 4101. (Scopus) Q1

Yoopetch, C. & Kongarchapatara, B. (2021), Sustainable livelihood and revisit intention for tea tourism destinations: An application of theory of reasoned action, *Academy of Entrepreneurship Journal*, 27(3), 1-13.

Plidtookpai, N., & Yoopetch, C. (2021). The electronic Word-of-Mouth (eWOM) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services. *Kasetsart Journal of Social Sciences*, 42(1), 61-68. (Scopus) Q2

Yoopetch, P., Yoopetch, P., & Yoopetch, C. (2021), The Effects of Electronic Word-of-Mouth (EWOM), Perceived Ease of Use, Perceived Usefulness, and Perceived Risk on Online Hotel Booking Application Loyalty of Young Consumers, *UTCC International Journal of Business and Economics (UTCC IJBE)*, 13(1), 153-166.

Yoopetch, C. (2021). Women empowerment, attitude toward risk-taking and entrepreneurial intention in the hospitality industry. *International*

*Journal of Culture, Tourism and Hospitality Research*, 15(1), 59-76.  
(Scopus) Q1

Nimsai, S., Yoopetch, C., & Lai, P. (2020). Mapping the Knowledge Base of Sustainable Supply Chain Management: A Bibliometric Literature Review. *Sustainability*, 12(18), 7348. (Scopus) Q1

Plidtookpai, Napassorn and Yoopetch, Chanin (2019), The Determinants of Purchase Intention of Hotel Services, *UTCC International Journal of Business and Economics (UTCC IJBE)*, 11(3), 3-20 (TCI)

Yoopetch, Chanin and Muangasame, Kaewta, (2019), Role of Social Messaging in the Organizational context, *UTCC International Journal of Business and Economics (UTCC IJBE)*, 11(2), 15-39 (TCI)

Yoopetch, C., & Nimsai, S. (2019). Science mapping the knowledge base on sustainable tourism development, 1990–2018. *Sustainability*, 11(13), 3631. (Scopus) Q1

Stettler, J., Rosenberg-Taufer, B., Huck, L., Hoppler, A. A., Schwarz, J., Yoopetch, C., & Huilla, J. (2018). A Conceptual Framework of Commercial Hospitality: Perception of Tourists in Thailand and Switzerland. In *Contemporary Challenges of Climate Change, Sustainable Tourism Consumption, and Destination Competitiveness* (pp. 123-138). Emerald Publishing Limited. (Scopus)

Kampitak, Teepakorn and Yoopetch, Chanin (2018), The Study of Employee Retention in Thailand's Airlines Industry, *Dusit Thani College Journal*, Vol. 12. No. 2, 193-208 (TCI)

Kaewmorachoen, Supanan and Yoopetch, Chanin (2018) Impacts of Environment, Brand, Location and Price on Customer Loyalty of Mature Customers in Thai Hotel Industry, *Dusit Thani College Journal*, Vol.12, No.1, 16-29. (TCI)

Yoopetch, Chanin (2018), The impact of social media on hospitality brand and image, *UTCC International Journal of Business and Economics (UTCC IJBE)* Vol. 10 No. 1, 139-150. (TCI)

Yoopetch, Chanin (2017), The Determinants of Souvenir Shopping Satisfaction of International Tourists, *Panyapiwat Journal* Vol.9 Supplementary Issue, 1-13. (TCI)

Yoopetch, Chanin (2017), The determinants of career growth: The case study of Spa businesses, *UTCC International Journal of Business and Economics (UTCC IJBE)* Volume 9 Number 2, December 2017, 3-15. (TCI)

Yoopetch, Chanin (2017), The Effect of Creativity and Learning on Satisfaction of Airline Employees, *Catalyst Journal*, June 2017 (TCI)

Yoopetch, Chanin (2017), Knowledge Management Practices and Organizational Performance in Hospitality SMEs in Thailand, UTCC International Journal of Business and Economics Vol. 9, No. 1, 51-62

Yoopetch, Chanin and Amaranonta, Kantatouj (2016), Airline Service Performance and Servicescape and Their Influences on Customer Satisfaction, UTCC International Journal of Business and Economics, Vol. 8, No. 2, pp. 49-58 (TCI)

Yoopetch, Chanin and Mingkwan, Nantaporn (2016), Green Exhibition Venue: The Case Study of Thailand, UTCC International Journal of Business and Economics, Vol. 8, No.1, pp. 75-86 (TCI)

Yoopetch, Chanin (2016), Influencing Factors on Loyalty Intention in the Weekend Market, UTCC International Journal of Business and Economics, Vol. 7, No.2, pp. 91-101 (TCI)

Bhatiasevia, Veera and Yoopetch, Chanin (2015), The Determinants of Intention to Use Electronic Booking among Young Users in Thailand, Journal of Hospitality and Tourism Management, Vol. 23, pp. 1-11 (SCOPUS)

Yoopetch, Chanin and Mingkwan, Nantaporn (2014), Understanding the Management of Cash, Debt and Profitability of Small and Medium Hospitality Enterprises in Thailand, , UTCC International Journal of Business and Economics, Vol. 6, No. 2, pp. 147-173 (TCI)

Yoopetch, Chanin (2014), Applying business Model and Cooperating with Stakeholders in Community-Based Tourism, UTCC International Journal of Business and Economics, Vol. 6, No. 1, pp. 5-18(TCI)

Wattanacharoensil, Walanchalee and Yoopetch, Chanin (2012), Thailand's Human Resource Competencies in Airline Service Quality: Voices from the Airline Industry, Journal of Human Resources in Hospitality & Tourism, Vol.11, Issue 4, pp. 280-302 (SCOPUS)

Yoopetch, Chanin (2011), The Effects of Information Technology Support, Social Network, Internal Communication, Teamworking on Knowledge Management Capabilities at the Bank Branch Level, Journal of Public Administration, Vol.9, No.2, (July- December, 2011), pp. 131-157 (TCI)

Yoopetch, Chanin (2009) Factors Affecting Knowledge Conversion of Thai Bank Branches, ABAC Journal Vol.29 No. 3 (September-December, 2009), pp. 52-64 (TCI)

Yoopetch, Chanin (2009) Knowledge Management Outcomes of Bank Branches in Thailand, UTCC Journal, Vol. 29, No. 2, (April- June 2009), pp. 21-33 (TCI)

Yoopetch, Chanin (2009) Factors Affecting Knowledge Application of Banks' Branches in Thailand, Suthiparithat Journal, January- April Vol. 69, pp. 37-56 (TCI)

Yoopetch, Chanin (2008), The Investigation of Destination Choice Criteria of International Tourists, International Journal of Global Business and Economics, Vol.1, No.1, pp. 123-129

### **Academic conference papers**

Exploring Consumer Level Factors Related to Banking in Thailand, [Published and presented at Australia New Zealand Marketing Academy Conference (ANZMAC), New Zealand in December 2001]  
Co-author: Randall Shannon

Successful Consumer Banking: What Mix is Appropriate for SE Asia? [Published and presented at the 19<sup>th</sup> Pan Pacific Conference, Bangkok, 2002]  
Co-author: Randall Shannon

Investigating Credit Card Repertoires: An Exploratory Study in a Collectivist Asian Culture, [Published and presented at Australia New Zealand Marketing Academy Conference (ANZMAC), Melbourne, Australia in December 2002]  
Co-author: Randall Shannon

The Growth, Barriers, and Opportunities of Internet Banking in Thailand [Published at the 20<sup>th</sup> Pan-Pacific Conference, Shanghai 2003]

The Validity of Consumer Confidence Index As a Reliable Consumption Predictor: The Case of Thailand [published at the 20<sup>th</sup> Pan-Pacific Conference, Shanghai 2003]  
Co-author: Dr. Thanavath Polvichai

Information Search among Chinese Tourists Visiting Thailand, [Published and presented at UTCC Business Conference, Bangkok 2003]  
Co-author: Randall Shannon

Activities of Interest among Chinese Tourists Visiting Thailand, [Published and presented at Australia New Zealand Marketing Academy Conference (ANZMAC), Adelaide, Australia in December 2003]  
Co-author: Randall Shannon

Risk Aversion of Bank Customers in Thailand, [Published and presented at the 21<sup>st</sup> Pan-Pacific Conference, Anchorage, Alaska 2004]

The Rise of Ecotourism in Thailand, [Published and presented at the 22<sup>nd</sup> Pan-Pacific Conference, Shanghai, People's Republic of China 2005]

Reaching Thailand's Tourism Goals: The Need for Brand Strategy, [Published and Presented at the 5th Annual Hawaii International Conference on Business, Honolulu, Hawaii 2005]

Co-author: Randall Shannon

The Sustainability of Ecotourism, [Published and presented at Academic Conference for the 50<sup>th</sup> Anniversary of School of Public Administration, National Institute of Development Administration, Bangkok, Thailand, 2005]

Medical Tourism in Thailand: The case of Thai Private Hospitals, [Published and presented at the 23<sup>rd</sup> Pan-Pacific Conference, Busan, South Korea, May 2006]

The Determinants of Organizational Culture Change, [Published and presented at UTCC International Conference in Business 2006: Revolution for the New Era Competition Hosted by University of the Thai Chamber of Commerce (UTCC), Shangri-la Hotel, Bangkok, Thailand, Bangkok, December 7-8, 2006]

The Investigation of Destination Image of Thailand: A Case Study of Chinese Tourists, [Published and presented at International Conference Advances in Tourism Economics 2007, Vila Nova de Sto André, Portugal, 13-14 April 2007]

Global Competitiveness of Thailand in Medical Tourism Industry, [Published and presented at R&DID International Conference 2008 (Research and Development, Innovation and Design), Bangkok, Thailand, 3 - 4 March 2008]

Co-author: Dr. Suthawan Chirapanda

Organizational Strategic Fit and Long-Term Performance: The Sufficiency Economy Approach, [Published and presented at International Conference on Business and Information 2008, Seoul, South Korea, July 2008]

Co-author: Dr. Suthawan Chirapanda

Bank Credit Card Adoption Criteria and Marketing Implications: The Case of Thailand, [Published and presented at International Conference on Business and Information 2008, Seoul, South Korea, July 2008]

Co-author: Dr. Suthawan Chirapanda

The Investigation of Factors Affecting Knowledge Management Capabilities, [Published and presented at The 1<sup>st</sup> TCOBS' s Research Symposium, Bangkok, Thailand, December 2008]

Development Strategy of Cultural Tourism in Thailand. [Published and presented at International Tourism Conference 2009, Sustainable Hospitality and Tourism Management: Beyond the Global Economic Recession, 14-15th May, 2009, Vatel Restaurant, Talingchan, Bangkok]

The Model of Knowledge Acquisition: The Study of SMEs in the Thai Hospitality Industry [Published and presented at ICBEM 2010: International Conference on Business, Economics and Management, World Academy of Science, Engineering and Technology, June 28-30, 2010, Paris, France]

The Investigation of Destination Choice, Satisfaction and Loyalty Intentions of International Tourists [Published and presented at the 2011 Barcelona European Business & Economics Conference, June 6-9, 2011, Barcelona, Spain]

The Relationship of Employee Knowledge, Employee Creativity and Employee Performance: An Empirical Investigation of Hotel Industry in Thailand [Published and presented at the Second Asian Business and Management Conference, November 11-13 2011 in Osaka, Japan]

The Roles of Employee Learning, Employee Creativity on Job Satisfaction: Evidence from the Airline Industry [Published and presented at Vienna, Slovakia & Hungary Multidisciplinary Conference, April 1 – 5, 2012 in Vienna, Austria]

International tourists' perception of ethnic food at well-defined restaurants in Yogyakarta, Indonesia, [Published and presented at The Fifth International Colloquium on Tourism and Leisure(ICTL), July 9-12, 2012, Bangkok, Thailand]

Co-authors: Dewi Eka Murniati and Veerades Panvisavas

Influencing Factors on Career Growth in the Hospitality Industry [Published and presented at the Third Asian Business and Management Conference, November 16-18, 2012 in Osaka, Japan]

Exploring Value of Time, Shopping Behavior and Shopping Motivation of International Tourists in the Chatuchak Weekend Market, [Published and presented at International Conference on Business, Management and Economics (ICBME'13) January 14-15, 2013 in Zurich, Switzerland]

Co-author: Natcha Toemtensab

Yoopetch, Chanin (2014), Crisis Management Practices of Community-Based Tourism in Thailand, The 2nd Biennial Conference on Business, Energy and Development in Asia (ISSN 2188-3459), (pp. Hiroshima, Japan March 17-19, 2014

Yoopetch, Chanin (2014), The Relationship of Firm Performance, Capital Structure and Liquidity of Hospitality Firms in Thailand, (pp. 75-79), The Inaugural Asian Conference on the Social Sciences and Sustainability, Hiroshima, Japan December 1-3, 2014

Yoopetch, Chanin (2015), Raising capital, cost of capital and risk from the perspectives of hospitality business owners, The International Conference on Tourism and Business, Bangkok, Thailand 12-14 January 2015

Yoopetch, Chanin and Amaranonta, Kantatouj (2015), Young tourists' motivation towards ethnic tourism, The International Conference on Tourism and Business, Bangkok, Thailand 12-14 January 2015

Tangshewinsatien, Ekabut and Yoopetch, Chanin (2015), Training effectiveness: A case study of cabin crew at Thai airways International, The International Conference on Tourism and Business, Bangkok, Thailand 12-14 January 2015

Chaithanapat, Pornthip and Yoopetch, Chanin (2015), Shopping behaviors of international tourists towards luxury fashion Brand, The International Conference on Tourism and Business, Bangkok, Thailand 12-14 January 2015

Pantapalungkul, Sarinthip and Yoopetch, Chanin (2016), The Motivation, Expectation and Perception of International Patients towards Medical Tourism in Thailand, The 4th International Conference on Magsaysay Awardees: Good Governance and Transformative Leadership in Asia, 31 May 2016

Yoopetch, Chanin and Murano, Misato (2017), Japanese Destination Marketing Organization (DMO) website analysis from Thai visitors' perspective, Consumer Life-Course Studies Group (CLSG) Conference 2017, November, Bangkok, Thailand, 18 November 2017

Shannon, Randall, Yoopetch, Chanin, and Moschis, George P.(2018), Exploring Financial Literacy and Savings Behaviors Across Age Cohorts in Thailand: A Life Course Approach, 2018 International Conference of Asia Marketing Association, April 20-22, 2018, in Bangkok, Thailand.

Yoopetch, Chanin (2018), Determinants of young tourist satisfaction with cultural and heritage tourism, The 2nd Asian Symposium on Tourism for Development - April 29-30, 2018 at the Mitsui Garden Hotel in Hiroshima, Japan

Yoopetch, Chanin and Sivarak, Ornlatcha (2019) Perceived Value, Perceived Quality, Spa Service Satisfaction and Intention to Revisit Spa Services in Thailand, The 5th International and National Conference on Green ASIA and Sustainability Forum 2019, June 28, 2019, Bangkok Thailand

Yoopetch, Chanin (2019), Residents' perceptions toward overtourism in urban destinations: a case study of Bangkok, Thailand, The 3rd International Conference on Tourism and Business, 27-29 August 2019, Bangkok, Thailand

Yoopetch, Chanin (2019), Women Empowerment, Financial Literacy and Entrepreneurial Intention in the Hospitality Industry, The 3rd International Conference on Tourism and Business, 27-29 August 2019, Bangkok, Thailand

Yoopetch, Chanin (2023), The Determinants of Sustainable Urban Destination Management for Sustainable Tourism Development: The Case of Bangkok, Thailand, The 15th International Conference on Modern Research in Management, Economics, and Accounting (MEACONF), 17-19 March 2023 in Berlin, Germany.

(Forthcoming) Yoopetch, Chanin (2024), The Impact of Design and Service Quality on the Revisit Intention of Wellness Tourism: The Mediating Effect of Tourist Satisfaction, International Summit on Shaping the Future through Economics, Engineering, and Medical Integration (SEEM), March 23-24, 2024, Tokyo, Japan

### **Research Projects**

Sustainable Tourism Development: The Case Study of Mahasawat Canal , Thailand Sustainable Development Foundation, (2018)

Research on the Key management for Air Cargo System in Suwannabhumi Airport to Support ASEAN Economic Community (AEC), National Research council of Thailand, (2014)

Tourism Development of Buddhamonthon, funded by Creative Academy for Cultural and Heritage Tourism, Mahidol University International College (2013)

Tourism Forecasting: The Delphi Method, funded by Creative Academy for Cultural and Heritage Tourism, Mahidol University International College (2013)

Creative Tourism Research, funded by Creative Academy for Cultural and Heritage Tourism, Mahidol University International College (2012)

The Investigation of the Effects of Employee Creativity and Learning on Employee Performance in the Hospitality Industry, funded by Mahidol University International College (2010-2011)

The investigation of Destination Choice Criteria and Loyalty Intentions of International Tourists, funded by Mahidol University International College (with Atthapong Sakunsriprasert) (2009-2010)

Service Quality in Airline Industry in Thailand, funded by Mahidol University International College [with Walanchalee Wattanacharoensil] (2009-2010)

The Study of Customer Satisfaction and Loyalty Intention of Motorcycle Brands in Thailand, funded by Mahidol University International College (2009-2010)

The Export Promotion Policy Evaluation for Small and Medium Enterprises (in Thai), funded by Office of Small and Medium Enterprise Promotion (2008-2009)

The Project of Corporate Governance and Stakeholders' Satisfaction of Thai Asset Management Corporation (in Thai), funded by Thai Asset Management Corporation (2007)

The Project of Global Economic Intelligence (in Thai), funded by Ministry of Foreign Affairs (2006)

The Project of Thai-African Co-operation (in Thai), funded by Ministry of Foreign Affairs (2005)

Project of Development of Information Management System for Quarterly Flow of Funds Account (in Thai), funded by National Economic and Social Development Board (2002)

The Project of Chinese Tourism Research, funded by the University of the Thai Chamber of Commerce (2002)

The Survey Project of Foreign Tourists' Awareness, Attitude and Consumer Behavior toward Wildlife and Wildlife Products in Thailand, conducted for World Wild Fund for Nature (2001)

## **OTHER PUBLICATIONS:**

### **Book Chapter**

Chapter 9: Tourism Resource Development and Promotion for Sustainability in the book of Thai Tourism Resource Management for Sustainability, Sukhothai Thammathirat Open University (in Thai), 2011, pp. 1-39

## **TEACHING EXPERIENCES:**

### **Doctoral Program:**

- Seminar in Research Methodology (Structural Equation Modeling with AMOS)
- Research Methodology (Mixed Method)
- Advanced Theories in Management

### **MBA/ MM programs**

- Business Plan
- New Product and Platform Development
- Applied Business Statistics
- Financial Management
- International Finance
- Project Management
- Hospitality Revenue Management
- Research Methodology
- Organizational Behaviors
- Value Chain and Customer Relationship Management
- Strategic Destination Management (at Lucerne University of Applied Science and Arts, Switzerland)
- Valuation

### **Undergraduate Programs**

- Business Plan for Entrepreneur
- Finance for Travel and Service Business
- Statistics for Travel Industry
- Project Management
- Business Research Methodology
- Business Statistics
- Organizational Behavior
- Business Finance
- International Business Finance
- Principles of Economics
- Analysis of Financial Institutions
- Cost Control for Hospitality Industry

## **COACHING**

- Coaching on Executive Decision Making

## **SPECIAL LECTURE/GUEST SPEAKER**

- “Tourism in Thailand” for Buakaew Roundtable International on Tourism, Department Cooperation Bureau, Ministry of Foreign Affairs, 1 September 2009
- “Sustainable Tourism Business and Marketing Communication” on April 19-20, 2011, at the “Seminar on Community Based Tourism

Management and Development” which was held on Pitak Island, Lang Suan District, Chumphon Province. The event was hosted by the Ministry of Tourism and Sports and the Tourism Authority of Thailand

- "Financing and Infrastructure: The Alternatives of Vocational Education Financing" at International Conference on Vocational Education and Training (ICVET 2011), Saphir Hotel, 9 July 2011, hosted by Yogyakarta State University, Indonesia
- “Tourism Economics” for Sustainable Tourism Development Project”, Sponsored by Thailand International Development Cooperation Agency (TICA), Ministry of Foreign Affairs, Thailand May- June 2012
- “Tourism Trends in Thailand” for BA programme Tourism & Mobility, Lucerne University of Applied Sciences and Arts, Switzerland (April 2013)
- “Challenges and opportunities in financing the tourism industry in Thailand: cases from the nature, eco-adventure and medical tourism niche markets” , MSc BA Major Tourism, Lucerne University of Applied Sciences and Arts, Switzerland (April 2013)
- “Creative Tourism in Thailand”, Mahidol University International College (September 2014)

## TRAINING

- Tourism Research
  - Lucerne University of Applied Sciences and Arts, Switzerland
- Financial Risk Management
  - Faculty of Medicine, Ramathibodi Hospital, Mahidol University
- Finance for Non-Finance Managers
  - Banpu Public Company
- Feasibility and Budgeting
  - Special session, Travel Industry Management Division, Mahidol University International College
- Structural Equation Modeling with AMOS, DBA program, University of the Thai Chamber of Commerce
- SPSS Training Workshop
  - College of Management of Mahidol University
- SPSS for Research and Publications
  - Faculty members, Travel Industry Management Division, Mahidol University International College, July 10, 2009
- Research Methodology and Report Writing, on Thursday 19 January 2006, at the Faculty of Education, Rangsit University.
- Effective Project Management, Hongsa Power Company, Lao PDR
- Strategic Destination Management, MSc BA Major Tourism, Lucerne University of Applied Sciences and Arts, Switzerland (October 2015)

- Data Search for Educational Research, for doctoral students in Ed.D program, Rangsit University (January 2015)

**RESEARCH INTERESTS:** Tourism, Consumer Behaviors, Behavioral Finance, Performance Measurement, and Knowledge Management

**REWARDS:** Outstanding Student Award of Year 2006, National Institute of Development Administration

**SCHOLARSHIP:** Dissertation Scholarship from National Institute of Development Administration (2008)

**OTHERS:**

Journal Reviewer, Tourism Management (Elsevier)

Journal Reviewer, Sustainability (MDPI)

Journal Reviewer, Journal of Quality Assurance in Hospitality & Tourism (Taylor & Francis)

Journal Reviewer, International Journal of Tourism Cities (Emerald)

Journal Reviewer, Journal of Open Innovation: Technology, Market, and Complexity (JOItmC) (MDPI)

Journal Reviewer, Journal of International Food & Agribusiness Marketing (Taylor & Francis)

Journal Reviewer, Journal: International Journal of Environmental Research and Public Health (MDPI)

Journal Reviewer, International Journal of Financial Studies (MDPI)

Journal Reviewer, International Journal of Environment and Sustainable Development (IJESD) (Inderscience)

Hotel Inspection, Committee for Department of Tourism, Ministry of Tourism and Sports

Hotel Inspector for Thailand Hotel Standard Foundation

Advisors and External Committees for Master's Thesis and DBA Dissertation at Several Institutions

Reviewer of Case Study for School of Business, University of the Thai Chamber of Commerce

Advisors and External Committees for Curriculum Development and Development at Several Institutions

Judge for Community Creative Tourism Project, Tourism Authority of Thailand (2013)

Reviewer for Australia New Zealand Marketing Academy Conference (ANZMAC) 2002, Melbourne, Australia

Reviewer for the 5<sup>th</sup> NPRU National Academic Conference 2013

Organizing Committee, Asia-Pacific Economic Cooperation (APEC) CEO Summit 2003, Thailand

Exam writer, Money Management Award 2003 for Family Know-how Co., Ltd. and Stock Exchange of Thailand