

Curriculum Vitae

Assistant Professor Dr. Boonying Kongarchapatara

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Present Position ***Chair of Business Management 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 (Academic Excellence)	2010
	Assumption University	
	Master of Arts in Economic Law	2001
	Faculty of Law, Chulalongkorn University	
	Master of Science in Finance (Academic Excellence)	1997
	University of Illinois, Urbana-Champaign, U.S.A	
	Bachelor of Economics, Major in International Economics	
	(Second Class of Honor)	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

[CMMU - College of Management, Mahidol University]

2024 – Present	Chair of Business Management Program [Thai Curriculum], CMMU
2022 – 2024	College's Executive Committee Member Assistant Dean for Academic, CMMU
2020 – 2021	Assistant Dean for Data Analytics and Knowledge Management, CMMU
2019 – 2020	Assistant Dean for Organization Communication, CMMU
2017 – 2024	Chair of Marketing Program [Thai Curriculum], CMMU
2016 - Present	Full-time Faculty, College of Management, Mahidol University [Teaching: Strategic Marketing Management, Omni-channel Retail Marketing and Strategy, Marketing Research, Seminar in Marketing]
2016 – Present	Guest Lecturer / Guest Speaker * Chulalongkorn Business School (International BBA Program) * 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 8 th 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
2011 – Present	Deputy Program Director and Lecturer RE-CU Financial Feasibility & Cashflow Projection [Intake 1-12]

EXPERIENCES IN RESEARCH AND CONSULTING PROJECTS

2024 - 2026	Thai Health Promotion (๙๙๙.) * Project Leader: Strategic Foresight and Roadmapping for Healthy Workplace and Organizational Well-being Promotion
2023 - 2024	Thai Health Promotion (๙๙๙.) * Project Manager and Researcher: Strategic Development of Sustainable Workplace Well-being for Health Promotion Program in Thailand
2022	Marketing Strategy Consultant * Global Startup Hub Thailand by True Corporation and NIA
2022	Expert Panel, Advising Taiwanese Start-ups for Thailand Market * Institute for Information Industry, Taiwan
2021 - 2022	Retail Marketing Advisor and Witness Expert for Tasuko [Food Product's Branding and Marketing Communication] Ubun Sunflower Co., Ltd. [Subsidiary of Ubun Bio Ethanol PCL]
2019	Head of Project Consultants * Marketing Feasibility Study for iNT ONBOARD (Pre-seed Fund)

EXPERIENCES IN BUSINESS AND CORPORATE TRAINING

2024	Expert Panel, Project Selection for Petnovation Pitching Department of International Trade Promotion, Ministry of Commerce
2022 - 2023	Academic Committee UPM Academy by Origin 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 – 2024	Guest Lecturer / Speaker <ul style="list-style-type: none"> * Department of International Trade Promotion, Ministry of Commerce [Pet Trends: Lifestyle Trends and Consumer Insights] * Ministry of Natural Resources and Environment [Soft Power for Saving the World] * New Economy Academy, Ministry of Commerce [Green Marketing / Global Trends for Silver Age Product / Service Marketing] * Thailand Institute of Justice (Public Organization) [Essentials in Strategic Marketing – for Ex-prisoners] * Department of Treasury, Ministry of Finance [Real-estate Project Feasibility Study] * 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 for Project Granting Advisory Panel, Digital Platform for Workplace Health Promotion Thai Health Promotion (สสส.)
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.

BUSINESS CASE AND ARTICLE

Kongarchapatara, B. and Albores, M. (2024), Driving the Market – Tesla and BYD's Price Strategies in Thailand's EV Scene, Business case in Nikkei Bizruptors.

Kongarchapatara, B. and Albores, M. (2024), From Costco's Truumph to Tops Club's Trials – A Comparative Study of Retail Strategies in Asia, Business case in Nikkei Bizruptors.

Kongarchapatara, B. and Meechukhun, N. (2023), 7-Eleven Thailand – The marketing magic behind the convenience giant, Business case in Nikkei Bizruptors.

Kongarchapatara, B. (2020), Thailand's family conglomerates have a stranglehold over food retail, Article in NIKKEI Asian Review.

Kongarchapatara, B. (2020), Pursuit of Tesco assets puts dominance of Thai families under scrutiny, Interview in Financial Times.

REFEREED ACADEMIC CONFERENCES

Kongarchapatara, B. Intention to Stay in Senior Housing Community among Generations, International Conference on Business Management and Social Innovation, September 2024, Bangkok, Thailand.

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-aided 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