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EDUCATION

July 2011 **PhD** (Management)
Henley Business School, University of Reading, UK
Thesis: Entrepreneurial Marketing: Evidence from the Thai Hotel Industry

May 2003 **MBA**, California State University, Northridge, USA

March 2000 **BBA**, International Business Management, Assumption University, Bangkok, Thailand
Minor: Marketing

ACADEMIC EXPERIENCES

July 2021 — Present **Assistant Professor In Marketing**, Department of Marketing, Thammasat Business School, Thammasat University, Bangkok, Thailand
Courses Taught: Consumer Behavior, Entrepreneurial Marketing, Influencer Marketing, Destination Marketing

June 2019 — June 2021 **Assistant Professor In Marketing**, College of Management, Mahidol University, Bangkok, Thailand
Courses Taught: Consumer Behavior, Entrepreneurial Marketing, Strategic Management, Strategic Implementation and Intrapreneurship

January 2016 — May 2019 **Assistant Professor In Marketing**, Department of Marketing, Thammasat Business School, Thammasat University, Bangkok, Thailand
Courses Taught:
Undergraduate Courses: Quantitative Research in Marketing, Consumer Behavior, Entrepreneurial Marketing, Influencer Marketing, International Marketing, B2B Marketing
Graduate Courses: Competitive Marketing Strategy, Marketing Decision Modeling

December 2011 — December 2015 **Lecturer In Marketing**, Department of Marketing, Thammasat Business School, Thammasat University, Bangkok, Thailand

- September 2007-December 2010 **Part-Time Lecturer**, Department of Management, Henley Business School, University of Reading, UK
Courses Taught: Strategic Management and Comparative and Inter-Cultural Management
- October 2003-September 2006 **Full-time Lecturer**, Department of International Business Management, ABAC School of Management, Assumption University, Bangkok, Thailand
Courses Taught: International Trade, Multinational Business Management, International Management, International Business Environment and Global Strategic Management

PUBLICATIONS

Journal Articles

- Wattanasuwan K., Lertwannawit A., & Boonchoo P. (2022). Consumer Resources and Self-Creation Process: A Key Resource and Multi-Component Resource Perspective. *Journal of Business Administration The Association of Private Higher Education Institutions of Thailand*, 11(1), 106-119.
- Boonchoo, P. & Tongurai J. (2022). Brand and Valuation: Global Brand in the Past 15 Years. *Journal of Economics and Business Administration (国民経済雑誌 The Kokumin-Keizai Zasshi)*, 225(5), 1-19.
- Lertwachara, K., Tongurai, J., & Boonchoo, P. (2022). Mega Sporting Events and Inward Foreign Direct Investment: An Investigation of the Differences Among the Types of Sporting Events and Host Countries. *Journal of Sport Management*, 1(36), 1-16.
- Tongurai, J., Lertwachara, K., & Boonchoo, P. (2020). Financial Development and Banking Sector Stability, *Journal of Economics and Business Administration (国民経済雑誌 The Kokumin-Keizai Zasshi)*, 222(3), 1-18.
- Suwandee, S., Lertwannawit, A., Racela O., & Boonchoo, P. (2020). Do we follow the crowd on social media? Experimental evidence on consumer attitudes in the contexts of NeWOM and firm crisis response. *Asia Pacific Journal of marketing and Logistics*. <https://doi.org/10.1108/APJML-06-2019-0349>
- Cheuathonghua, M., Padungsaksawasdi, C., Boonchoo, P., & Tongurai, J. (2019). Extreme spillovers of VIX fear index to international equity markets. *Financial Markets and Portfolio Management*, 1-38. <https://doi.org/10.1007/s11408-018-0323-6>
- Leelakasemsant, C., Toliang, C., & Boonchoo, P. (2018). Entrepreneurial Strategic Posture, Marketing Activities, and Firm Performance: Evidence from the Thai Hotel Industry. *APHEIT International Journal*, 7(2), 77-104.
- Leelakasemsant, C., Toliang, C., & Boonchoo, P. (2018). An examination of the relationships between self-perceptions, conspicuous consumption, and saving behavior. *AU-GSB e-Journal*, 11(2), 85.
- Stouraitis, V., Boonchoo, P., Mior Harun, M.H., and Kyritsis, M. (2017) Entrepreneurial perceptions and bias of SME exporting opportunities for manufacturing exporters: a UK study. *Journal of Small Business and Enterprise Development*. 24(4), 906-927. <https://doi.org/10.1108/JSBED-03-2017-0095>

- Limpanitgul, T., Boonchoo, P., Kulviseachana, Photiyarach, S. (2017) The Relationship between Empowerment and the Three-Component Model of Organisational Commitment: An Empirical Study of Thai Employees Working in Thai and American Airlines. *International Journal of Culture, Tourism, and Hospitality Research*. 11(2). 227-242. <https://doi.org/10.1108/IJCTHR-07-2015-0069>
- Boonchoo, P., & Thourungrroje, A. (2017). A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption. *Journal of International Consumer Marketing*, 29(3), 194-205. <https://doi.org/10.1080/08961530.2017.1289357>
- Jansiriwattana, R., Boonchoo, P. (2015), The Influence of Online Reviews on Hotel and Travel Accommodation Purchase Intention. *Journal of Information Systems in Business*. 1, 15-28. doi: 10.14456/jisb.2015.3
- Ruengkul, S., Boonchoo, P. (2015), The Influence of Valance of Online Comment Impact to the Perceived Trustworthiness of Online Review and the Purchase Intention: The Case Study of Brand Trust and Valance of Online Comment Moderator. *Journal of Information Systems in Business*. 1, 6-14. doi: 10.14456/jisb.2015.2
- Limpanitgul, T., Boonchoo, P. (2014), Coworker Support and Organizational Commitment: A Comparative Study of Thai Employees Working in Thai and American Airlines. *Journal of Hospitality and Tourism Management*. 21, 100-107. <https://doi.org/10.1016/j.jhtm.2014.08.002>
- Tongurai, J and Boonchoo P. (2014), Perceived Environmental Uncertainty, Marketing Activities, and Business Performance: The Evidence from the Thai Hotel Industry. *Thammasat Journal*. 32 (2), 55-74.
- Limpanitgul, T., Jirotmontree, A., Robson, M. J., and Boonchoo, P. (2013), Job Attitudes and Prosocial Service Behavior: A Test of the Moderating Role of Organizational Culture. *Journal of Hospitality and Tourism Management*, 20, 5-12. <https://doi.org/10.1016/j.jhtm.2013.05.006>
- Boonchoo, P., Wadeson, N., and Tsang, D. (2013), The Relationship between Entrepreneurial Marketing and the Characteristics of Thai Hotels and Their Managers. *Journal of Research in Marketing and Entrepreneurship*. 15 (1), 61-78. <https://doi.org/10.1108/JRME-08-2012-0023>
- Boonchoo, P. and Tongurai J. (2012). *Networking, Marketing Activities, and Firm Performance: A Survey of Thai Construction Firms*. European Journal of Management.
- Lertwachara, K. , Tongurai, J., and Boonchoo P. (2009), Effect of Industrial Standards on Thai Economy. *Kasetsart Journal : Social Sciences*, 4 (1), 33-42.
- Levie, J., Koeplinger, S., Boonchoo, P. and Lichtenstein, B. (2007) *How do Social Ventures Emerge? Evidence from a 24 Month Long, Weekly Tracking Study*. *Frontiers of Entrepreneurship Research* 27(23), Article 3.
- Lertwachara, K., Boonchoo P. (2006), An Application of Rank Transformation: Merger Target Prediction. *Au Journal of Management*, 4 (1), 33-42.
- Lertwachara, K., Boonchoo P. (2005), Dow Jones Components and Economic Indicators: Factor Analysis Approach. *Au Journal of Management*, 3 (2), 20-29.

Book Chapters

Boonchoo, P., Racela, O., and Vithessonthi, C. (2013). The Current State of International Management Education in Southeast Asia" in Tsang, D., Kazeroony H., and Ellis, G. Eds. The Routledge Companion to International Management Education. Routledge.

Wankel (2012) Ed. *Contemporary Management*. Palgrave Macmillan. (Co-Author of a chapter on organizational culture; Chapter Editor: Tsang D.)

Refereed Conference Papers

Tongurai, J., Lertwachara K., and Boonchoo P. (Forthcoming 2019), "*Financial Development and Banking Sector Stability*," WEAI 15th International Conference, March 21-24, 2019, Tokyo, Japan.

Stouraitis, V., Mior Harun, M.H., and Kyritsis, M. , and Boonchoo, P (2018), "*A Validation of Web-based Surveys for Exploratory Research in the Areas of Business and Entrepreneurship*." 2018 Fifth HCT Information Technology Trends (ITT), November 28-29, 2018, Dubai, UAE.

Thoumrungroje, A., and Boonchoo P., (2016), "*A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption*." The 2016 Global Marketing Conference, July 21-24, 2016, Hong Kong.

Boonchoo P., and Thoumrungroje, A., (2016), "*A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption*." Academy of International Business (AIB) 2016, June 27-30, 2016, New Orleans, USA.

Toliang, C., and Boonchoo, P. (2015), "An Examination of the Relationships among Self Perception, Conspicuous Consumption, and Saving Behavior", 1st International Conference on Multidisciplinary in Management, October 30, 2015, Bangkok, Thailand.

Boonchoo P., Thoumrungroje, A., (2015), "*The Cross-Cultural Scale Validation of Transformation Expectations*." Consortium for International Marketing Research (CIMaR) 2015, May 13-15, 2015, Vienna, Austria.

Thoumrungroje, A., Boonchoo P. (2015), "*The Relationship between Transformation Expectations and Conspicuous Consumption*." The 14th International Business and Economy Conference, January 5-8, 2015, Thailand.

Boonchoo, P., Limpanitgul, T., (2014), "*Does being More Market-Oriented Lead to More Changes in Marketing Activities? The Moderating Role of Innovativeness, Proactiveness, and Risk Taking*." World Business, Finance and Management Conference, December 8-9, 2014, Auckland, New Zealand.

Limpanitgul, T., Boonchoo, P. , Photiyarach, S. and Sakdapat, P. (2014), "*Empowerment and the Three-Component Model of Organizational Commitment: A Test of the Moderating Role of Organizational Culture*" International Symposium on Business and Management (ISBM 2014), April 2-4, 2014, Nagoya, Japan.

Limpanitgul, T., and Boonchoo, P. (2013), "*Coworker Support and Organizational Commitment among Thai Cabin Attendants: An Empirical Examination of Moderating Role of Organizational Culture*" International Conference on Innovation and Management (IAM 2013), January 28-31, 2013, Sapporo, Japan.

Refereed Conference Papers (Cont'd)

- Boonchoo, P. and Tongurai J. (2012), *Networking, Marketing Activities, and Firm Performance: A Survey of Thai Construction Firms*. International Academy of Business and Economics (IABE) Conference). Las Vegas, Nevada, USA, October 14 -17.
- Boonchoo P., Tsang D., and Wadeson N. (2011), "*Entrepreneurial Marketing Typology: The Exploratory Study of Thai Hotels*" Academy of Marketing Conference, July 5-7, 2011, Liverpool, UK.
- Boonchoo P., Tsang D., and Wadeson N. (2010), "*Marketing /Entrepreneurship Interface: A Structural Equation Model.*" The 33rd Institute for Small Business and Entrepreneurship (ISBE) Conference, November 3-4, 2009, London, UK.
- Boonchoo P., Tsang D., and Wadeson N. (2009), "*Firm Size and Entrepreneurial Marketing.*" The 32nd Institute for Small Business and Entrepreneurship (ISBE) Conference, Liverpool, UK, November 3-6.
- Boonchoo P., Tsang D., Wadeson N., and Limpanitgul T. (2009), "*An Exploratory of the Key Factors Affecting Marketing Adaptation in SMEs: Evidence from the Thai Hotel Industry.*" The 9th Global Conference on Business & Economics (GCBE), University of Cambridge, UK, October 16-17.
- Levie, J., Koepflinger, S., and Boonchoo, P. and Lichtenstein, B. (2007) *How do Social Ventures Emerge? Evidence from a 24 Month, Weekly Tracking Study*. Babson College Entrepreneurship Research Conference, Instituto de Impresa, Madrid, June.
- Boonchoo, P. (2007), "*Relative Perceived Environmental Uncertainty, Perceived Resource Availability, Degree of Internationalization, Firm Performance, and the Mediating Role of Entrepreneurial Orientation,*" University of Reading Conference: Four Decades of International Business at Reading: Looking to the Future, University of Reading, April 16-17.
- Behnezhad, A., and Boonchoo P. (2002), "*Revisiting Supply Chain Performance Measurement,*" Proceedings of the Institute for Operations Research and the Management Sciences (INFORMS), San Jose, California. November 17-20.