

Asst.Prof. Pornprom Suthatorn, Ph.D.

*Assistant Professor in Business Administration
Graduate School of Environmental Development Administration
National Institute of Development Administration (NIDA)*

pornprom.sut@nida.ac.th

+66 62 946 5959



Research Interest Sustainable Business , Human Resource Management, Organizational Behavior, Marketing Management, Cross-cultural Management, Airline Industry

Current Positions
Director, Innovation and Transformation Center, NIDA
Assistant Professor, NIDA Environmental School, NIDA

Other Current Positions
Chairman of Academic Media for Social Media Subcommittee, NIDA
Chairman of Research & Innovation Committee, TFT, Thai Airways PCL.
Consultant, The Food School Bangkok, Dusit Thani PCL.
Consultant, Grant Thornton Services Ltd.
Consultant, SET Sustainability Award 2025, The Stock Exchange of Thailand (SET) by Grant Thornton

Professional Experiences
Director, Thai Flight Training School, Thai Airways International PCL.
Head of Research & Innovation, Thai Flight Training, Thai Airways PCL.
Marketing Director, Green Energy Management Co., Ltd.
Flight Attendant, Thai Airways International PCL.

Academic Experiences
Part-time Faculty, College of Management Mahidol University (CMMU)
Editor-in-Chief, Journal of Environmental Management (TCI Level 1 & ACI)
Editor-in-Chief, Journal of Aviation, Travel, and Service
Part-time Faculty, Faculty of Management Science, Kasetsart University
Lecturer, Graduate School, Dusit Thani College

Class Taught
Doctoral level
NIDA : Business for Environment & Sustainability
KUSRC : Industrial Business Management,
Empirical Research Study in Organizational and Human Resource Management

Master level
NIDA : Business Practices & Sustainability,
Environmental Economics & Applied,
Environmental & Sustainable Business

CMMU :

Managerial Decision Strategy,

Thematic1: Business Case Development,

Thematic2: Business Analysis & Solution

DTC: Organizational Management in Digital Era, Service Operation Management, Strategic Marketing Innovation, Service Marketing

Bachelor level KUSRC : Mathematics for Business

Guest Speakers

Over 30 public and private organizations such as Ministry of Industry, Ministry of Tourism & Sports, Royal Police Cadet Academy (RPCA), Marketing Association of Thailand (MAT), Erasmus University Rotterdam, L'Oréal (Thailand), and numerous of private, public companies, and Universities in Thailand.

Educations

Ph.D. in Management, NIDA 2017

MBA in Marketing, NIDA, 2013

B.Eng in Computer Engineering, KMITL, 2009

Certificates

Cert. in Nutrition, Chulalongkorn University, 2022

Awards

1) Young Researcher Award (Excellent Level), 2020

Prachachuen Research Network

Remark: Prachachuen Research Network is an academic cooperation network of 16 public and private universities such as Kasetsart University, Srinakharinwirot University, Sukhothai Thammathirat Open University, and others

2) The Best Scientist in the University, Business & Management

2021 - 2022 by ADscientific Index

Publications

International Database h-index 6, total citation 173 (SCOPUS) May 2024

1. **Suthatorn, P.**, & Khanitthabud, W. (2025). The factors affecting employee fraud in Thailand's convenience store industry: an application of the fraud triangle theory. *GMSARN International Journal*, 19(4).
2. **Suthatorn, P.**, & Charoensukmongkol, P. (2023). How work passion and job tenure mitigate the effect of perceived organizational support on organizational identification of flight attendants during the COVID-19 pandemic. *Asia Pacific Management Review*, 28(3), 347-357. <https://doi.org/10.1016/j.apmr.2022.12.003> (**Scopus & SCImago Q1**)
3. **Suthatorn, P.**, & Charoensukmongkol, P. (2023). Effects of trust in organizations and trait mindfulness on optimism and perceived stress of flight attendants during the COVID-19 pandemic. *Personnel Review*, 52(3), 882-899. <https://doi.org/10.1108/PR-06-2021-0396> (**Scopus & SCImago Q1**)

4. Charoensukmongkol, P., & **Suthatorn, P.** (2022). How managerial communication reduces perceived job insecurity of flight attendants during the COVID-19 pandemic. *Corporate Communications*, 27(2), 368-387. <https://doi.org/10.1108/CCIJ-07-2021-0080> (**Scopus & SCImago Q2**)
5. Charoensukmongkol, P., & **Suthatorn, P.** (2021). Linking improvisational behavior, adaptive selling behavior and sales performance. *International Journal of Productivity and Performance Management*, 70(7), 1582-1603. <https://doi.org/10.1108/IJPPM-05-2019-0235> (**Scopus & SCImago Q2**)
6. Charoensukmongkol, P., & **Suthatorn, P.** (2018). Salespeople's trait mindfulness and emotional exhaustion: the mediating roles of optimism, resilience, and self-efficacy. *International Journal of Services, Economics and Management*, 9(2), 125-142. <https://doi.org/10.1504/IJSEM.2018.096075> (**Scopus & SCImago Q4**)
7. **Suthatorn, P.**, & Charoensukmongkol, P. (2018). Cultural intelligence and airline cabin crews members' anxiety: The mediating roles of intercultural communication competence and service attentiveness. *Journal of Human Resources in Hospitality and Tourism*, 17(4), 423-444. <https://doi.org/10.1080/15332845.2018.1449559> (**Scopus & SCImago Q2**)

National Database

1. Kittijindawong, T., & **Suthatorn, P.** (2022). Effect of Stress, Depression, to Dropout Decision and Stress Management among bachelor's students, Faculty of Hospitality Industry, Dusit Thani College, Bangkok. *SAU Journal of Social Sciences and Humanities*, 6(1), 70-90. (TCI Tier 2)
2. **Suthatorn, P.** (2021). Examining the Relationship between Intention to Adopt M-Commerce and Behavior of M-Commerce Adoption in Consumer Electronics Products. *Dusit Thani Journal*, 15(2), 280-296. (TCI Tier 2)
3. Cheecharoen, P., & **Suthatorn, P.** (2021). Personal Factors of Elderly Caregivers Affecting Elderly Care Needs: A Case Study of Chumphon Province. *SAU Journal of Social Sciences and Humanities*, 5(2), 162-177 (TCI Tier 2)
4. Sorndetch, K., & **Suthatorn, P.** (2021). Consumer's Expectation Towards Service Quality from Aged Workers and Attitude that Affect Consumer's Decision, A Case Study in Bangkok, Thailand. *Dusit Thani Journal*, 15(3). (TCI Tier 2)
5. Maneekhut, P. & **Suthatorn, P.** (2020). The Influence of Online Review on Travel Planning Behavior of Thai Generation-y Travellers, *Dusit Thani Journal*. 14(2), 590-609. (TCI Tier 2)
6. **Suthatorn, P.** (2019). Cross-Cultural Competence and Job Stress in Airline Cabin Crews: The Moderating Role of Cultural Distance, *Dusit Thani Journal*, 13(3), 325-342. (TCI Tier 1)
7. **Suthatorn, P.** (2019). M-commerce: The Moderating Role of Education Level on the Adoption of Mobile Commerce in Thailand, *Dusit Thani Journal*. 13(2), 307-329. (TCI Tier 1)

8. **Suthatorn, P.**, Lerdsuwonakun, S., & Seriwattana, P. (2018). The Influence of Cultural Distance on Job Demands Moderated by Cultural Competency: Empirical study of Thai Airways' Flight Attendant, International Conference in Tourism, Business, and Social Sciences (pp. 562-580). Bangkok, Thailand. (Best Paper Award)
9. Dejlertprayoon, C., Phornprapha, S., & **Suthatorn, P.** (2017). The Difference of Gender on the Level of Risk Perceived in Online Shopping, Gracious Hospitality & Tourism International Conference 2017 (pp.237-241). Bangkok, Thailand.
10. Dejlertprayoon, C., Phornprapha, S., & **Suthatorn, P.** (2017). Perceived Risk on Consumers' Behaviour. Gracious Hospitality & Tourism International Conference 2017 (pp.164-174). Bangkok, Thailand.

Experiences and qualification

Working in marketing and managerial positions for public and multinational companies in Thailand for over a decade,
Receive at least two national awards in business research,
10+ International and national journal reviewers,