

Lakkana Hengboriboon

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123 International College, Khon Kaen University,
Mittraphap Road, Khon Kaen, Thailand 40002

EDUCATION

August 2021 – Present Ph.D. of Management
Asian Institute of Technology, Bangkok Thailand
February 2009 – January 2011 Master of Management (M.M.)
Cambridge College Boston, MA: USA
May 2002 – March 2006 Bachelor of Engineering in Chemical Engineering (B.Eng.)
Khonkaen University, Thailand

ACADEMIC EMPLOYMENT

December 2018 - Present Lecturer, International College, Khon Kaen University
Khonkaen, Thailand

Teaching areas:

- Business Mathematics and Statistics, Consumer Behavior, Organization Behavior, Customer Relationship Management, Operation Management, Business Ethics, Leadership and Change Management, Marketing Research

PROFESSIONAL AFFILIATIONS AND SERVICES

SPECIAL LECTURE/ TALK

July 2021 – SMEs coaching in Digital Marketing platform by Thai SME fund
December 2020 – Thailand Tech show – Innovation Pitching for KKU patent, NASTDA Thailand
2020-2021 - Invited Speaker: How Occupational Health Professionals Work with
HR department, Faculty of Medicine, Occupational & Health Department. Khon Kaen University
May 2019 - Invited Speaker: Train the trainers for Entrepreneurs Creation at Innovation Hub,
Khon Kaen University, Thailand

ACADEMIC SERVICES

May 2021 – Marketing research on the Innovation acceptance of Polyethylene-Rice Husk Ash Film– KKU Innovation
February 2022 – Ugly Veggies - A Circular Economy Model for the Sustainable Management of Food Loss and Waste in Fresh Vegetable Supply Chains - NRIIS
April 2022 – Creating a complete marketing plan of local herbal products to raise revenue for the community- NRIIS
May 2022 – Marketing research on the Innovation acceptance of Bio- antimicrobial Nanosilver coating on paper for ripening delay of fruits – KKU Innovation
May 2022 - ESAN Circular X Creative Economy - A Business Model for Circular and Creative Economy to Manage Food Loss and Waste from the Mango Processing Industry in the North-east Region - NRIIS

PUBLICATIONS

- Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & **Hengboriboon, L.** (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1), 2068269.
- **Hengboriboon, L.**, Sayut, T., Srisathan, W. A., & Naruetharadhol, P. (2022). Strengthening a company–customer relationship from sustainable practices: A case study of petrotrade in Laos. *Cogent Social Sciences*, 8(1), 2038355.
- **Hengboriboon, L.**, Inthirak, A., Yeoh, K. H., & Pattanakitdamrong, T. (2020, March). The Effects of Green Knowledge Awareness Toward Consumer Purchase Intention on the Bio-Waste Product in Thailand. In *2020 6th International Conference on Information Management (ICIM)*(pp. 95-100). IEEE. – **Best Presentation Award**

CONFERENCE PROCEEDINGS

- The Impact of Influencers on Consumers' Purchase Intentions, the 6th TICC International Conference

- Facebook Marketplace: The relationships between the behavioral intentions of buyer and seller in Thailand, the 4th TICC International Conference
- Understanding Tourism-related Instagram hashtag utilization behavior, the 4th TICC International Conference
- Examining LINE Official usage in customer decision making perspective, the 4th TICC International Conference

PROJECTS

2005 - “Water extraction for determined alcohol in gasohol” for PTT Public Co.,Ltd.(Prakanong) in Quality Control department

2006 - Supercritical carbon dioxide extraction of proantocyanidins from grape seeds” Dept. Chemical Engineering, KKU, Thailand

2010 – “Importing Thai orchids to the U.S.” Faculty of Management, Cambridge College, Boston, MA, USA

2014 - Marketing strategy planning to increasing lime juice sales by studying customers’ behaviors for H-Foods Co.Ltd , Thailand

CERTIFICATES

December 2020 Basic Psychology – Chulalongkorn University

October 2020 Positive Psychiatry and Mental Health – The University of Sydney (Coursera)

June 2020 Marketing Analytics – University of Virginia (Coursera)

April 2020 The Sustainable Development Goals – A global,transdisciplinary vision for the future - University of Copenhagen (Coursera)

April 2020 Psychological First Aid - Johns Hopkins University (Coursera)

April 2020 Design Thinking for Innovation – University of Virginia (Coursera)

February 2019 CITI Program: Research, Ethics, and Compliance Training – Khon Kaen University

PROFESSIONAL AFFLICATIONS

- Reviewer of Event Management Journal
- Invited committee of Junior Marketing Association Thailand (J-MAT)