



# Curriculum Vitae

## Chavis Ketkaew

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## EXPERTISE

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Entrepreneurship, SME Business Development, Green Business, and Behavioral Economics

## EDUCATION

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|----------------|----------------------------------------------------------------------------------|
| 2017 - Present | University of Antwerp, Ph.D. (Applied Economics – Behavioral Economics), Belgium |
| 2008 - 2010    | University of Central Arkansas, M.B.A., USA                                      |
| 2002 – 2006    | Thammasat University, B.A. (Economics – International Program), Thailand         |

## ACADEMIC EMPLOYMENT

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| 2019 – Present | <b>Director of EXPEDITE Global Management Consulting Center,</b> International College, Khon Kaen University, Thailand |
| 2018 - Present | <b>Assoc. Dean for Academic Affairs and Research,</b> International College, Khon Kaen University, Thailand            |
| 2015 - 2017    | <b>Asst. Dean for Academic Affairs and Quality Assurance,</b> International College, Khon Kaen University, Thailand    |

- 2018 - Present      **Assistant Professor of Management**, International College, Khon Kaen University, Thailand
- 2012 - 2017      **Lecturer**, International College, Khon Kaen University, Thailand  
Teaching Areas: Business Statistics and Corporate Finance
- 2008 - 2010      **Graduate Teaching/Research Assistant**, University of Central Arkansas, USA

## **NON-ACADEMIC EMPLOYMENT**

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- 2011 – 2012      **Investment/Financial Advisor**, Bualuang Securities, Bangkok, Thailand  
Evaluated economic situations, analyzed corporates' financial performances; and managed investment portfolios at the individual level
- 2006 – 2008      **Senior Marketing Officer**, Bualuang Securities, Bangkok, Thailand

## **HONORS AND AWARDS**

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- 2018      **Excellence in Research Award**  
Awarded by Khon Kaen University International College (KKUIC), Sep 6, 2018
- 2013      **The Second Best Award of Oral Presentation**  
The 4<sup>th</sup> Khon Kaen University National and International Conference 2014 on "Rethink: Social Development for Sustainability in ASEAN Community", June 11-13, 2013, the Centara Hotel and Convention Center Khon Kaen, Thailand
- 2008 - 2010      **Full Scholarship for M.B.A. Program**  
Awarded by International Program, University of Central Arkansas, USA

## **PROFESSIONAL AFFILIATIONS AND SERVICES**

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### ***COMMITTEE MEMBER***

*International Education Industry Development Committee for Route 1 Innovation Economic Corridor, Chiangmai University, Thailand, 2021*

*Innovation and Enterprise Development Committee*, Khon Kaen University, Thailand, 2020-2021

*Research Committee*, Khon Kaen University, Thailand, 2018-2021

*Academic Affairs Committee*, Khon Kaen University, Thailand, 2018-2021

*International Staff Recruitment Committee*, Khon Kaen University, Thailand, 2021

*Faculty Senate*, Khon Kaen University, Thailand, 2013-2015

### ***EDITORIALS***

*Editor in Chief*, 5<sup>th</sup> Thailand International College Consortium (TICC), 2020

### ***AD-HOC REVIEWER***

*Journal: Journal of Cleaner Production*; Publisher: Elsevier, 2021

*Journal: Kasetsart Journal of Social Sciences*; Publisher: Elsevier, 2021

*Journal: Journal of Population and Social Studies*; Publisher: Mahidol University, 2020

*Journal: The Global Studies Journal*; Publisher: Common Ground Publisher, 2018

*Journal: The Organization Collection*; Publisher: Common Ground Publisher, 2016-2017

*Journal: The Diversity Collection*; Publisher: Common Ground Publisher, 2016

*Journal: The Social Sciences Collection*; Publisher: Common Ground Publisher, 2016

*Journal: The Global Studies Journal*; Publisher: Common Ground Publisher, 2016

*Journal: Engineering Journals*; Publisher: OMICS Publishing Group, 2016

### ***SPECIAL LECTURE/ TALK***

*Topic: International Trade between Japan and Thailand*; Kyorin University, Japan, 2015

### ***CONSULTING***

2021      **Strategic Planning: Expressway Authority of Thailand (EXAT)**  
Created and analyzed SWOT Analysis, Core Competency, Strategic Advantage, Strategic Positioning, Risk Management, Visions Workshop, Action Plans, and Related Key Performance Indicators.

- 2019      **Business Process Reengineering for SME Regular Level (Granted by Office of Small and Medium Enterprises Promotion, Thailand)**  
Trained 300 SMEs to improve their business processes with the use of IT (Trello Application); Expected outcomes – cost reduction and efficiency improvement.
- 2016      **Reforming Unit Loading Devices (ULD) Interface User System for CHEP Aero Space Solutions, Thailand**  
Use business data analytics tools (Structural Equation Modeling) to develop measures for ULD interface user’s satisfaction; Analyze the applicability of the model through the focus group; and implement the solutions across the companies’ department.

## PUBLICATIONS

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### *PEER-REVIEWED JOURNAL ARTICLES*

- [22] **Ketkaew, C.**, Wongthahan, P., & Sae-Eaw, A. (2021). How sauce color affects consumer emotional response and purchase intention: a structural equation modeling approach for sensory analysis. *British Food Journal*, 123(6), 2152-2169.
- [21] Naruetharadhol, P., Wongsachia, S., Van Wouwe, M., & **Ketkaew, C.** (2021). Career status, retirement readiness, and age differences: Empirical evidence from skilled immigrants in Thailand. *Cogent Business & Management*, 8(1), 1885572.
- [20] Naruetharadhol, P., Srisathan, W. A., Suganya, M., Jantasombut, J., Prommeta, S., & **Ketkaew, C.** (2021). Organizational Commitment and Engagement Practices from Applying Green Innovation to Organizational Structure: A Case of Thailand Heavy Industry. *International Journal of Technology*, 12(1), 22-32.
- [19] Naruetharadhol, P., Srisathan, W. A., & **Ketkaew, C.** (2020). The Effect of Open Innovation Implementation on Small Firms’ Propensity for Inbound and Outbound Open Innovation Practices. *Frontiers in Artificial Intelligence and Applications*, 329, 30–40.
- [18] Phonthanukitithaworn, C., Naruetharadhol, P., Gebsoombut, N., Chanavirut, R., Onsa-ard, W., Joomwanta, P., ... & **Ketkaew, C.** (2020). An Investigation of the Relationship Among Medical Center’s Image, Service Quality, and Patient Loyalty. *SAGE Open*, 10(4), 2158244020982304.
- [17] **Ketkaew, C.**, Manglakakeeree, O., & Naruetharadhol, P. (2020). The interrelationships of work-related factors, person-environment fit, and employee turnover intention. *Cogent Business & Management*, 7(1), 1823580.
- [16] **Ketkaew, C.**, Van Wouwe, M., Vichitthamaros, P., & Teerawanviwat, D. (2019). The Effect of Expected Income on Wealth Accumulation and Retirement Contribution of Thai Wagesworkers. *SAGE Open*, 9(4), 2158244019898247.

- [15] Srisathan, W. A., **Ketkaew, C.**, & Naruetharadhol, P. (2020). The intervention of organizational sustainability in the effect of organizational culture on open innovation performance: A case of Thai and Chinese SMEs. *Cogent business & management*, 7(1), 1717408.
- [14] **Ketkaew, C.**, Van Wouwe, M., & Vichitthamaros, P. (2019). Exploring how an entrepreneur financially plans for retirement income: Evidence from Thailand. *Cogent Business & Management*, 1668676. <https://doi.org/10.1080/23311975.2019.1668676>
- [13] **Ketkaew, C.**, Van Wouwe, M., & Vichitthamaros, P. (2019). Perceptions of Working versus Becoming a Societal Burden after Retirement: Demographic Analyses of Industrial Workers in Thailand. *Organizational Cultures: An International Journal*, 19(1), 23–42. <https://doi.org/10.18848/2327-8013/CGP/v19i01/23-42>
- [12] Phonthanukitithaworn, C., **Ketkaew, C.**, & Naruetharadhol, P. (2019). Relevant factors for success as an online entrepreneur in Thailand. *SAGE Open*, 9(1), 2158244018821757.
- [11] **Ketkaew, C.**, Phaninee, N., & Foley, M. (2019). The Effects of Cigarette Taxation on Consumption Behavior of Different Income Groups. *Change Management: An International Journal*, 19(2), 23-33.
- [10] Klimenko, R., Naruetharadhol, P., & **Ketkaew, C.** (2018). Determinants of Market Players' Profitability in Thailand's Energy Sector. *The International Journal of Interdisciplinary Organizational Studies*, 13(1), 27–35. <https://doi.org/10.18848/2324-7649/CGP/v13i01/27-35>
- [9] Naruetharadhol, P., & **Ketkaew, C.** (2018). Geographical Comparisons of Interface User Satisfaction: Evidence from CHEP Aerospace Solutions. *Knowledge Management: An International Journal*, 17(3), 1–11. <https://doi.org/10.18848/2327-7998/CGP/v17i03/1-11>
- [8] Naruetharadhol, P., & **Ketkaew, C.** (2018). Managing Claims from Catastrophic Events: An Empirical Study of Claim Management Process Practice and Its Assessment. *Change Management: An International Journal*, 17(4), 13–26. <https://doi.org/10.18848/2327-798X/CGP/v17i04/13-26>
- [7] Phonthanukitithaworn, C., Naruetharadhol, P., and **Ketkaew, C.** (2017). Skill Development and Job Satisfaction: Workers' Perspectives in Thailand's Industrial Sector. *Knowledge Management: An International Journal* 17 (2), 1–10. <https://doi.org/10.18848/2327-7998/CGP/v17i02/1-10>.
- [6] **Ketkaew, C.** (2016). Empirical evidence on mobile banking service quality and its effect on customer satisfaction in Thailand. *ASEAN Journal of Management & Innovation*, 3(1), 36–42.
- [5] **Ketkaew, C.**, & Naruetharadhol, P. (2016). Ethnicity and Job Satisfaction: Perspectives of Foreign Educators on Compensations in Khon Kaen City, Thailand. *International*

*Journal of Organizational Diversity*, (16), 13–21.  
<https://doi.org/10.18848/2328-6261/CGP/v16i02/13-21>

- [4] **Ketkaew, C.**, & Naruetharadhol, P. (2016). Gender Differences in Attitudes toward Migrant Workers in Thailand: Evidence from Khon Kaen City. *The International Journal of Interdisciplinary Global Studies*, 11(3), 25–33.  
<https://doi.org/10.18848/2324-755X/CGP/v11i03/25-33>
- [3] **Ketkaew, C.**, & Naruetharadhol, P. (2015). Determinants of International College Student's Performance in Mathematics. *Procedia - Social and Behavioral Sciences*, 195, 1525–1534. <http://doi.org/10.1016/j.sbspro.2015.06.460>
- [2] Naruetharadhol, P., **Ketkaew, C.**, Kerdpech, P., Kaoplod, P., & Kannarat, R. (2015). Prospective Human Capital: How Materialistic are Thai College Students? An Analysis of Spending Tendencies and Debts. *Procedia - Social and Behavioral Sciences*, 195, 258–267. <http://doi.org/10.1016/j.sbspro.2015.06.357>
- [1] **Ketkaew, C.** (2014). Effect of International Trade and Labor Mobility on Income Distribution in Thailand: An Application of Non-Linear Distributed Lag Model. *KKU Research Journal (Business and Economics)*, 12(2), 34–43.

## CONFERENCE PRESENTATIONS

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- [4] *International Conference on Chinese-ASEAN Sustainable International Community*, 2016, Prince Songkla University, Phuket, Thailand  
Oral Presentation: The Relationship between Mobile Banking Service Quality and Customer Satisfaction
- [3] *World Conference on Technology, Innovation and Entrepreneurship "Entrepreneurship for Technology and Innovation-based Sustainable Development"*, 2015, Istanbul University, Turkey  
Oral Presentation: Determinants of International College Student's Performance in Mathematics
- [2] *International Conference on Sustainable Community Development*, 2014, Khon Kaen University, Khon Kaen, Thailand  
Oral Presentation: The Relationship between Mathematical Skills for Business Application and Characteristics of International College Students (Awarded as the second best oral presentation)
- [1] *International Conference on Sustainable Community Development*, 2013, Khon Kaen University, Khon Kaen, Thailand  
Oral Presentation: Effect of Trade Liberalization on Income Distribution of Agricultural Based Countries: A Comparative Study between Thailand and Indonesia

## RESEARCH INTERESTS

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Entrepreneurship, Green Business, Food Waste Management System, SME Business Development, Business Analytics, and Behavioral Economics