

## CURRICULUM VITAE



### Phaninee Naruetharadhol

February 2020

#### EDUCATION

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|----------------|---|
| 2017 - Present | Cork Institute of Technology, Ph.D. candidate. (Business Studies– Management and Enterprise), Cork, Ireland                               |
| 2007 - 2009    | Golden Gate University, Ageno School of Business, Department of Finance and Economics, M.Sc. (Financial Planning), San Francisco, CA, USA |
| 2000 – 2003    | Thammasat University, B.A. in Political Science (International Relations), Bangkok, Thailand  |
| 1997- 1999     | Triam Udom Suksa School, Bangkok, Thailand  |

#### ACADEMIC EMPLOYMENT

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| 2016- Present | <b>Financial trainer and Consultant</b> , Vital Solutions Company Limited, Bangkok, Thailand                             |
| 2017- 2020    | <b>Assistant Dean for International Relations and Networking</b> , International College, Khon Kaen University, Thailand |

- 2016 - 2017      **Chair of Global Business management Program**, International College, Khon Kaen University, Thailand
- 2012 - Present      **Lecturer**, International College, Khon Kaen University, Thailand  
Teaching Areas: Principle of Management, Global Money and Capital Markets, and International Products and Pricing Strategies

## **NON-ACADEMIC EMPLOYMENT**

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- 2011 - 2012      **ULD Project Specialist**, CHEP Aerospace Solutions, Bangkok, Thailand
- 2009 - 2011      **Financial Planner**, San 21 Inc., San Francisco, CA, USA
- 2004 – 2006      **ULD Coordinator**, Unitpool Thailand, Bangkok, Thailand
- 2003- 2004      **Foreign Customer Service Agent**, Siam Commercial Bank PLC. (Head Quarter), Bangkok, Thailand

## **PROFESSIONAL AFFILIATIONS AND SERVICES**

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

- [1] The International Journal of Organizational Diversity, Volume 16, Issue 4.; Publisher: Common Ground Publisher, 2016

## **PUBLICATIONS**

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### ***PEER-REVIEWED JOURNAL ARTICLES***

[23] Naruetharadhol, P., Srisathan, W. A., & Ketkaew, C. (2021). How corporate social responsibility affects competitive advantage: A case study of the petroleum trading lao public company, lao PDR. *World Review of Entrepreneurship, Management and Sustainable Development*, 17(4), 513-530. doi:10.1504/WREMSD.2021.116670

[22] Naruetharadhol, P., Srisathan, W. A., Gebsoombut, N., & Ketkaew\*, C. (2021). Towards the open eco-innovation mode: A model of open innovation and green management practices. *Cogent Business and Management*, 8(1) doi:10.1080/23311975.2021.1945425 : Quartile 2, Inpact factor **0.924**, Database: ISI, SCOPUS

- [21] Naruetharadhol, P., Ketkaew, C., Hongkanchanapong, N., Thaniswannasri, P., Uengkusolmongkol, T., Prasomthong, S., & Gebsobut, N.\* (2021). Factors affecting sustainable intention to use mobile banking services. *SAGE Open*, 11(3) doi:10.1177/21582440211029925: Quartile 2, Inpact factor 0.990, Database: ISI, SCOPUS
- [20] 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 and Management*, 8(1) doi:10.1080/23311975.2021.1885572: Quartile 2, Inpact factor 0.924, Database: ISI, SCOPUS
- [19] 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*. Volume 12(1), pp. 22-32
- [18] 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* doi:10.3233/FAIA200638 Retrieved from [www.scopus.com](http://www.scopus.com)
- [17] Naruetharadhol, P., Koller, R., Nuanmanee, T., Nimsrichan, T., & Gebsobut, N. (2020). *Factors affecting mobile banking loyalty in thailand* doi:10.3233/FAIA200637 Retrieved from [www.scopus.com](http://www.scopus.com)
- [16] Phonthanukitithaworn, C., Naruetharadhol, P., Gebsobut, 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) doi:10.1177/2158244020982304
- [15] Ponsree, K., Gebsobut, N., Paiyasen, V., Archariyapibal, T., Srichiangwang, S., Nee, S., & Naruetharadhol, P. (2020). Environmental awareness and adoption intention of electric cars in young adult doi:10.3233/FAIA200649 Retrieved from [www.scopus.com](http://www.scopus.com)
- [14] Ketkaew, C., Manglakakeeree, O., & Naruetharadhol, P. (2020). The interrelationships of work-related factors, person-environment fit, and employee turnover intention. *Cogent Business and Management*, 7(1) doi:10.1080/23311975.2020.1823580
- [13] Gebsobut, N., Ketkaew, C., Pongpeng, P., Mornkham, S., Reechaipichitkul, A., & Naruetharadhol, P. (2020). Examining B2C social network official account changes and customer purchasing perspectives. *International Journal of Innovation, Creativity and Change*, 13(4), 1190-1202. Retrieved from [www.scopus.com](http://www.scopus.com)
- [12] Naruetharadhol, P., & Gebsobut, N. (2020). A bibliometric analysis of food tourism studies in southeast asia. *Cogent Business and Management*, 7(1) doi:10.1080/23311975.2020.1733829

- [11] Ketkaew, C., Sukitprapanon, C., & Naruetharadhol, P. (2020). Association between retirement behavior and financial goals: A comparison between urban and rural citizens in china. *Cogent Business and Management*, 7(1) doi:10.1080/23311975.2020.1739495
- [10] 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*, (just-accepted), 1717408.
- [9] Phonthanukitithaworn, C., Ketkaew, C., & Naruetharadhol, P. (2019). Relevant Factors for Success as an Online Entrepreneur in Thailand. *SAGE Open*, 9(1), 2158244018821757.
- [8] Naruetharadhol, P., Ketkaew, C. (2018). *Geographical Comparisons of Interface User Satisfaction: Evidence from CHEP Aerospace Solutions*. Organization Collection
- [7] Phonthanukittithaworn C., Naruetharadhol, P., Ketkaew, C. (2017). *Skill Development and Job Satisfaction*. Knowledge Management: An International Journal, 17(2), 1-10, doi: 10.18848/2327-7998/CGP/v17i02/1-10
- [6] Ketkaew, C., & **Naruetharadhol, P.** (2016a). Ethnicity and Job Satisfaction: Perspectives of Foreign Educators on Compensations in Khon Kaen City, Thailand. *International Journal of Organizational Diversity*, (16), 13–21.
- [5] Ketkaew, C., & **Naruetharadhol, P.** (2016b). 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.
- [4] Phaninee Naruetharadhol and Kawinna Danwiboon, (2014) The Effects of Asian Cosmetic Product Characteristics, Culture, and Product samplings on Thai Female Consumers' Purchase Behavior, Conference Proceeding: the 6th International Conference on Natural Products for Health and Beauty (NATPRO 6)"
- [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] **Phaninee N.**, Natchayaporn N., Gosanlawit P., Sriwicha S., Kumlangtawee S., Kananit N., Boontool P. & Chairasert P. (2014) Satisfaction Levels of the Local People on the Second Thai-Lao Friendship Bridge: A Case of Mukdahan-Savannakhet, *Asian Social Science Journal*. doi:10.5539/ass.v11n7p

## CONFERENCE PRESENTATIONS

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- [5] **Phaninee Naruetharadhol** and Kawinna Danwiboon, The Effects of Asian cosmetic product characteristics, culture, and product samplings on Thai Female consumers' purchase behavior, *International Conference on "Research for Social Devotion" In Commemoration of the 50<sup>th</sup> Anniversary of Khon Kaen University, Thailand, 22<sup>nd</sup> – 23<sup>rd</sup> January 2015.*
- [4] **Phaninee Naruetharadhol**, Pornwadee Kerdpetch, Praphatsorn Kaoplod and Rattiporn Kannarat, The Relationship of Materialism to College Students Spending Tendencies and Debts: A Case of Thailand, *International Conference on "Research for Social Devotion" In Commemoration of the 50<sup>th</sup> Anniversary of Khon Kaen University, Thailand, 22<sup>nd</sup> – 23<sup>rd</sup> January 2015.*
- [3] **Phaninee N.**, Natchayaporn N., Gosanlawit P., Sriwicha S., Kumlangtawee S., Kananit N., Boontool P. & Chaiprasert P. Satisfaction Levels of the Local People on the Second Thai-Lao Friendship Bridge: A Case of Mukdahan-Savannakhet, *4<sup>th</sup> Annual Sustainable Rural Development Project 2014 National and International Research Conference, Khon Kaen University, Thailand, June 11<sup>th</sup> -13<sup>th</sup> , 2014.*
- [2] **Phaninee Naruetharadhol**, Taxation learning achievement of 3<sup>rd</sup> and 4<sup>th</sup> year students, Khon Kaen University International College by using the combinations of traditional lecturing and CLIL learning method activity, *The 2014 Conference on Human Development, Hiroshima, Japan, 2<sup>nd</sup> – 4<sup>th</sup> March 2014.*
- [1] **Phaninee Naruetharadhol**, The Philippines: Strong Economic Growth and Frail AIDS Prevention, *3<sup>rd</sup> Annual Sustainable Rural Development Project 2013 National and International Research Conference, Khon Kaen University, Thailand.*

## RESEARCH AREAS

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Empirical Research in International Business and Management, Innovation Management, Behavioral Sciences, and Consumer Behavior