

Curriculum Vitae

Nathatenee Geb sombut

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EXPERTISE

Decision-Making Process, Information and Communication Technologies, Technology Acceptance, Service Industry

EDUCATION

2014-2021	PhD in Technology Management Graduate Institute of Technology Management National Chung Hsing University, Taiwan (R.O.C) GPA: 90.6 Research Topic: Determinants of Social Networks Adoption Intention in Different Decision-making Stages
2009-2011	Master of Business Administration Institute of International Management National Cheng Kung University, Taiwan (R.O.C) GPA: 89.27 Research Topic: The Environmental and Cultural Issues of Ecotourism on Hill Tribes' Conservation and Preservation Interaction
2004-2008	Bachelor of Accounting Faculty of Business Administration Chiang Mai University, Thailand GPA: 3.50 (1st Class Honors)

ACADEMIC EMPLOYMENT

2020 – Present	Program Director of B.B.A. and Coordinator of Global Business , International College, Khon Kaen University, Thailand
2019 - Present	Lecturer International College, Khon Kaen University, Khon Kaen, Thailand
2018	Visiting Lecturer International College, Khon Kaen University, Khon Kaen, Thailand
2012 -2014	Lecturer International Business Management Program, Faculty of Business Administration and Liberal Arts, Rajamangala

	University of Technology Lanna, Payap Campus, Chiang Mai, Thailand
2011-2012	Lecturer Department of Entrepreneurship, Faculty of Business Administration, The Far Eastern University, Chiang Mai, Thailand
2010- 2011	Teaching Assistant (Part-time) National Cheng Kung University, Taiwan (R.O.C) Institute of International Management

NON-ACADEMIC EMPLOYMENT

2009 - 2010	Office Assistance Institute of International Management, National Cheng Kung University, Taiwan
2008 –2009	Accountant (Full-time) Thippatana Arcade Co Ltd, Chiang Mai Branch

HONORS AND AWARDS

2014	Full Scholarship for PhD. Program Recipient of 2014 Taiwan Scholarship (M.O.E.)Program
2009	Full Scholarship for M.B.A. Program Recipient of 2009 National Cheng Kung University Scholarship Program

PROFESSIONAL AFFILIATIONS AND SERVICES

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.

RESEARCH GRANT

2022	Ugly Veggies - A Circular Economy Model for the Sustainable Management of Food Loss and Waste in Fresh Vegetable Supply Chains Role: Project Team Member Funder: Thailand Research Fund (Environment Platform)
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PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Naruetharadhol, P., Srisathan, W. A., **Gebsonbut, N.**, & Ketkaew, C. (2021). Towards the open eco-innovation mode: A model of open innovation and green management practices. *Cogent Business & Management*, 8(1), 1945425.

Naruetharadhol, P., Ketkaew, C., Hongkanchanapong, N., Thaniswannasri, P., Uengkusolmongkol, T., Prasomthong, S., & **Gebsonbut, N.** (2021). Factors Affecting Sustainable Intention to Use Mobile Banking Services. *SAGE Open*, 11(3), 21582440211029925.

Ponsree, K., **Gebsonbut, N.**, Paiyasen, V., Archariyapibal, T., Srichiangwang, S., Nee, S., & Naruetharadhol, P. (2020). Environmental Awareness and Adoption Intention of Electric Cars in Young Adult. In *Modern Management based on Big Data I* (pp. 165-174). IOS Press.

Naruetharadhol, P., Koller, R., Nuanmanee, T., Nimsrichan, T., & **Gebsonbut, N.** (2020, November). Factors Affecting Mobile Banking Loyalty in Thailand. In *Modern Management based on Big Data I* (pp. 22-29). IOS Press.

Phonthanukitithaworn, C., Naruetharadhol, P., **Gebsonbut, 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.

Gebsonbut, N., Ketkaew, C., Pongpeng, P., Mornkham, S., Reechaipichitkul, A., & Naruetharadhol, P. Examining B2C Social Network Official Account Changes and Customer Purchasing Perspectives.

Naruetharadhol, P., & **Gebsonbut, N.** (2020). A bibliometric analysis of food tourism studies in Southeast Asia. *Cogent Business & Management*, 7(1), 1733829.

Ho, C. T. B., & **Gebsonbut, N.** (2019). Communication factors affecting tourist adoption of social network sites. *Sustainability*, 11(15), 4198.

Gebsonbut, N., & Ho, C. T. B. (2019). Drivers of social network adoption in post-travel phase: An empirical study in Thai tourists. *Cogent Business & Management*, 6(1), 1702837.

CONFERENCE PRESENTATIONS

International Conference on Modern Management based on Big Data (MMBD2020), 2020, Virtual Conference Poster Presentation: Factors Affecting Mobile Banking Loyalty in Thailand

International Conference on Modern Management based on Big Data (MMBD2020), 2020,
Virtual Conference, Oral Presentation: Environmental Awareness and Adoption
Intention of Electric Cars in Young Adult

The 5th TICC International Conference (2020), 2020, Khon Kaen University, Khon Kaen,
Thailand, Oral Presentation: Customer Satisfaction of Using Mobile Banking
Application: Case of Khon Kaen City

The 5th TICC International Conference (2020), 2020, Khon Kaen University, Khon Kaen,
Thailand, Oral Presentation: Exploring bachelor's degree Students Awareness of
Study Abroad through Online Platforms

The 5th TICC International Conference (2020), 2020, Khon Kaen University, Khon Kaen,
Thailand, Oral Presentation: Consumer Decision Making on Healthy Snack
Consumption: A Conceptual Framework

The 4th TICC International Conference (2019), 2019, Thailand, Oral Presentation: Facebook
Marketplace: The relationships between the behavioural intentions of buyer and seller
in Thailand

The 4th TICC International Conference (2019), 2019, Thailand, Oral Presentation
Understanding Tourism-related Instagram hashtag utilization behaviour

The 4th TICC International Conference (2019), 2019, Thailand, Oral Presentation Examining
LINE Official usage in customer decision making perspective

The 2017 International Conference on Business and Internet-Fall Session, Seoul, South
Korea, Oral Presentation: Examining Restaurant Dining Attributes in Thailand:
Online Review Analysis

RESEARCH INTERESTS

Decision-Making Process, Information and Communication Technologies, Technology
Acceptance, Service Industry