

Curriculum Vitae

Chavis Ketkaew (H-Index 8)

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Mitraphap Highway, Khon Kaen, Thailand 40002

EXPERTISE

Circular Economy, Business Model Transformation, User Experience (UX) Design,
Entrepreneurship, Green Business, and Behavioral Economics

EDUCATION

2017 – 2023	University of Antwerp, Ph.D. (Applied Economics), Belgium
2008 – 2010	University of Central Arkansas, M.B.A., USA
2002 – 2006	Thammasat University, B.A. (Economics – International Program), Thailand

ACADEMIC EMPLOYMENT

2022 – Present	Assoc. Dean for Strategy, Research, and International Affairs, International College, Khon Kaen University, Thailand
2018 - 2021	Assoc. Dean for Academic Affairs and Research, International College, Khon Kaen University, Thailand
2019 – 2021	Director of EXPEDITE Global Management Consulting Center, International College, Khon Kaen University, Thailand
2015 - 2017	Asst. Dean for Academic Affairs and Quality Assurance, 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

- 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

- 2022 **Cirtified Innovation Manager (CIM), Triple Helix Model of Innovation**
Awarded by Ministry of Higher Education, Scinece, Research and Innovation, Thailand, 2022
- 2022 **Silver Medal Level Researcher Award**
Awarded by Khon Kaen University Research Administration Department, Dec, 2021
- 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 4th 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

COMMITTEE MEMBER

Policy Advisory Board, Khon Kaen University International College, Khon Kaen University, 2022-present

Faculty Board, Khon Kaen University International Collage, Khon Kaen University, 2022-present

University Council Committee, Payap University, Thailand, 2021-present

Academic Council Committee, Payap University, Thailand, 2021-present

International Education Industry Development Committee for Route 1 Innovation Economic Corridor, Chiangmai University, Thailand, 2021 - 2022

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

Advisory Editorial Board Member, Journal of Open Innovation: Technology, Market, and Complexity, Publisher: Elsevier, 2023-present

Editor in Chief, 5th Thailand International College Consortium (TICC), 2020

AD-HOC REVIEWER

Journal: International Journal of Food Science and Technology; Publisher: Wiley, 2023

Journal: Sustainability; Publisher: MDPI, 2022

Journal: British Food Journal; Publisher: Emerald, 2022

Journal: Antioxidants; Publisher: MDPI, 2022

Journal: British Food Journal; Publisher: Emerald, 2021

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.

RESEARCH GRANTS

- 2022 **Circular X Creative Economy - A Business Model for Circular and Creative Economy to Manage Waste from the Mango Processing Industry and Other Agricultural Wastes in Khon Kaen**
Role: Project Director
Funder: Office of National Higher Education, Science, Research, and Innovation Policy Council under the Program Management Unit for National Competitiveness Enhancement (PMU-C)

- 2022 **Exploring Green Consumption Behaviors: A Study of Market Segmentation and Purchase Intention**
 Role: Project Director
 Funder: Thailand Research Fund (Fundamental Fund)
- 2022 **Ugly Veggies - A Circular Economy Model for the Sustainable Management of Food Loss and Waste in Fresh Vegetable Supply Chains**
 Role: Project Director
 Funder: Thailand Research Fund (Environment Platform)
- 2021 **Creating an Electronic Platform to Evaluate Financial Feasibility, Economic Cost/Benefit, and Marketing Feasibility of the High-Valued Innovative Products Made of Fermented Fish Production's By-product**
 Role: Subproject Leader
 Funder: Thailand Research Fund (BCG Economy Platform)
- 2021 **A Study of Consumers Buying Behavior and Market Segmentation for Functional Soy Milk Products in Thailand**
 Role: Project Director
 Funder: Thailand Research Fund (Fundamental Fund)
- 2021 **A Market Feasibility Study of Instant Noodles Made of Tapioca Flour**
 Role: Subproject Leader
 Funder: Ministry of Higher Education, Science, Research, and Innovation (IDE: Innovation-Driven Entrepreneur Program)

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

- [39] Naruetharadhol, P., Wongsachia, S., Pienwisetkaew, T., Schrank, J., Chaiwongjarat, K., Thippawong, P., ... & **Ketkaew, C.** (2023). Consumer Intention to Utilize an E-Commerce Platform for Imperfect Vegetables Based on Health-Consciousness. *Foods*, *12*(6), 1166.
- [38] Phonthanukitithaworn, C., Srisathan, W. A., **Ketkaew, C.**, & Naruetharadhol, P. (2023). Sustainable Development towards Openness SME Innovation: Taking Advantage of Intellectual Capital, Sustainable Initiatives, and Open Innovation. *Sustainability*, *15*(3), 2126.
- [37] Srisathan, W. A., Wongsachia, S., Gebombut, N., Naruetharadhol, P., & **Ketkaew, C.** (2023). The Green-Awakening Customer Attitudes towards Buying Green Products on an Online Platform in Thailand: The Multigroup Moderation Effects of Age, Gender, and Income. *Sustainability*, *15*(3), 2497.

- [36] Sae-Eaw, A., Wongsachia, S., Giacalone, D., Naruetharadhol, P., & **Ketkaew, C.** (2022). Conceptualizing a Gluten-Free Instant Noodle Prototype Using Environmental Sustainability Aspects: A Cross-National Qualitative Study on Thai and Danish Consumers. *Foods*, *11*(16), 2437.
- [35] Naruetharadhol, P., **Ketkaew, C.**, & Srisathan, W. A. (2022). Innovative price-setting approaches to high-value products: A pricing method for agribusiness farmers. *Heliyon*, e10726.
- [34] Pienwisetkaew, T., Wongthahan, P., Naruetharadhol, P., Wongsachia, S., Vonganunsuntree, C., Padthar, S., ... & **Ketkaew, C.** (2022). Consumers' Intention to Purchase Functional Non-Dairy Milk and Gender-Based Market Segmentation. *Sustainability*, *14*(19), 11957.
- [33] Naruetharadhol, P., Wongsachia, S., Zhang, S., Phonthanukitithaworn, C., & **Ketkaew, C.** (2022). Understanding Consumer Buying Intention of E-Commerce Airfares Based on Multivariate Demographic Segmentation: A Multigroup Structural Equation Modeling Approach. *Sustainability*, *14*(15), 8997.
- [32] Wongsachia, S., Naruetharadhol, P., Schrank, J., Phoomsom, P., Sirisoonthonkul, K., Paiyasen, V., ... & **Ketkaew, C.** (2022). Influences of Green Eating Behaviors Underlying the Extended Theory of Planned Behavior: A Study of Market Segmentation and Purchase Intention. *Sustainability*, *14*(13), 8050.
- [31] Srisathan, W. A., **Ketkaew, C.**, Jitjak, W., Ngiwphrom, S., & Naruetharadhol, P. (2022). Open innovation as a strategy for collaboration-based business model innovation: The moderating effect among multigenerational entrepreneurs. *PloS one*, *17*(6), e0265025.
- [30] Wongsachia, S., Naruetharadhol, P., Wongthahan, P., & **Ketkaew, C.** (2022). Ideating A Sustainable Swine Feed Prototype: A Qualitative Approach in Farmers' Pain Point Identification and Product Development. *Sustainability*, *14*(7), 4080.
- [29] Naruetharadhol, P., Srisathan, W. A., Gebombut, N., Wongthahan, P., & **Ketkaew, C.** Industry 4.0 for Thai SMEs: Implementing Open Innovation as Innovation Capability Management. *International Journal of Technology*, *13*(1), 48-57
- [28] **Ketkaew, C.**, Van Wouwe, M., Jorissen, A., Cassimon, D., Vichitthamaros, P., & Wongsachia, S. (2022). Towards Sustainable Retirement Planning of Wageworkers in Thailand: A Qualitative Approach in Behavioral Segmentation and Financial Pain Point Identification. *Risks*, *10*(1), 8.
- [27] Phonthanukitithaworn, C., Naruetharadhol, P., Wongsachia, S., Mahajak, N., & **Ketkaew, C.** (2021). Identifying the relationship between Travel Agent's Web Service Quality and E-brand Reputation. *Cogent Business & Management*, *8*(1), 1999784.
- [26] Phonthanukitithaworn, C., Sae-eaw, A., Tang, H., Chatsakulpanya, P., Wang, W., & **Ketkaew, C.** (2021). Marketing Strategies and Acceptance of Edible Insects Among Thai and Chinese Young Adult Consumers. *Journal of International Food & Agribusiness Marketing*, 1-29.

- [25] 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.
- [24] Naruetharadhol, P., Srisathan, W. A., Gebsoambut, 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.
- [23] Naruetharadhol, P., **Ketkaew, C.**, Hongkanchanapong, N., Thaniswannasri, P., Uengkusolmongkol, T., Prasomthong, S., & Gebsoambut, N. (2021). Factors Affecting Sustainable Intention to Use Mobile Banking Services. *SAGE Open*, 11(3), 21582440211029925.
- [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., Gebsoambut, 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 Wageworkers. *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' 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

- [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

User Experience, Value Stream Analysis, Entrepreneurship, Green Business, Food Waste Management System, SME Business Development, Business Analytics, and Behavioral Economics