

# CURRICULUM VITAE



**ASSOC. PROF. CHAVIS KETKAEW, PH.D.**

**H-INDEX: 18** (Google Scholar)

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**AFFILIATION:** International College, Khon Kaen University, Thailand

## AREAS OF EXPERTISE

**Sustainable Business | Circular Economy | Innovation Management | Business Model Transformation | User Experience (UX) Design**

## EDUCATION

- **Ph.D. (Applied Economics)**  
University of Antwerp, Belgium | 2017–2022
- **M.B.A. (General Management Concentration)**  
University of Central Arkansas, USA | 2008–2010  
*Full Scholarship Recipient*
- **B.Econ. International Program (International Economics Major)**  
Thammasat University, Thailand | 2002–2006

## ACADEMIC AND ADMINISTRATIVE POSITIONS

### CURRENT POSITION

- **Associate Professor of Business Administration**  
Khon Kaen University, Thailand | 2024–Present

### PREVIOUS ACADEMIC APPOINTMENTS

- **Assistant Professor of Business Administration**  
International College, Khon Kaen University, Thailand | 2018–2023
- **Lecturer**  
International College, Khon Kaen University, Thailand | 2012–2017  
*Teaching Areas: Business Statistics, Innovation Management, Product Development*

### ADMINISTRATIVE ROLES

- **Associate Dean for Strategy, Research, and International Affairs**  
International College, Khon Kaen University, Thailand | 2022–2024
- **Program Director, M.Sc. International Technology and Innovation Management**  
International College, Khon Kaen University | 2022–2024
- **Associate Dean for Academic Affairs and Research**  
International College, Khon Kaen University, Thailand | 2018–2021

- **Assistant Dean for Academic Affairs and Quality Assurance**  
International College, Khon Kaen University, Thailand | 2015–2017

## BOARD MEMBERSHIPS

- **University Board of Trustees**  
Payap University, Thailand | 2021–Present
- **Academic Council Board**  
Payap University, Thailand | 2021–Present
- **Advisory Editorial Board**  
*Journal of Open Innovation: Technology, Market, and Complexity* (Elsevier, Tier 1 in Economics) | 2023–Present
- **Policy Advisory Board**  
International College, Khon Kaen University, Thailand | 2022–2024
- **Faculty Board**  
International College, Khon Kaen University, Thailand | 2018–2024

## COMMITTEE INVOLVEMENT

- **Research Committee** | Khon Kaen University, Thailand | 2018–2024
- **Strategic Foresight Committee** | Khon Kaen University, Thailand | 2023–2024
- **International Relations Committee** | Khon Kaen University, Thailand | 2022–2024
- **Innovation and Enterprise Development Committee** | Khon Kaen University, Thailand | 2020–2021
- **Academic Affairs Committee** | Khon Kaen University, Thailand | 2018–2021
- **Faculty Senate** | Khon Kaen University, Thailand | 2013–2015

## PROFESSIONAL EXPERIENCE

- **Investment/Financial Advisor**  
Bualuang Securities, Bangkok, Thailand | 2011–2012  
*Managed investment portfolios, analyzed corporate financial performance, and provided economic evaluations.*
- **Senior Marketing Officer**  
Bualuang Securities, Bangkok, Thailand | 2006–2008  
*Managed investor's accounts*

## HONORS AND AWARDS

- **Diamond Medal Level Researcher Award**  
Khon Kaen University Research Administration Department | 2024
- **Gold Medal Level Researcher Award**  
Khon Kaen University Research Administration Department | 2023
- **Finalist for CTC Creative Business Award**  
Creative Talk Conference (CTC), AP (Thailand) Co. Ltd. | 2023
- **Certified Innovation Manager (CIM)**  
Ministry of Higher Education, Science, Research, and Innovation, Thailand | 2022
- **Silver Medal Level Researcher Award**  
Khon Kaen University Research Administration Department | 2022

- **Excellence in Research Award**  
Khon Kaen University International College (KKUIC) | 2018
- **Second Best Award of Oral Presentation**  
4th Khon Kaen University National and International Conference | 2013

## PROFESSIONAL SERVICES

### REVIEWER FOR ACADEMIC JOURNALS

- *Journal of Open Innovation: Technology, Market and Complexity* | 2024
- *Food Research International* | 2024
- *International Journal of Food Science and Technology* | 2023
- *Sustainability* | 2022
- *British Food Journal* | 2022
- *Antioxidants* | 2022
- *Journal of Cleaner Production* | 2021
- *Kasetsart Journal of Social Sciences* | 2021

### CONSULTING

- **Business and Innovation Consultant**  
Lady Sakultala Co. Ltd. | 2024  
*Conducted market research to spin off circular material innovations from mango waste in food manufacturing, with funding support from the National Innovation Agency Thailand (NIA).*
- **Strategic Planning Consultant**  
Expressway Authority of Thailand (EXAT) | 2021  
*Conducted SWOT analysis, strategic positioning, risk management, and vision workshops.*
- **Business Process Reengineering for SME Regular Level**  
Office of Small and Medium Enterprises Promotion, Thailand | 2019  
*Trained 300 SMEs to improve business processes through IT solutions, resulting in cost reduction and efficiency improvement.*

## RESEARCH FUNDS

- **A Pilot Model for Digital Carbon Credit Platform in Khon Kaen University**  
Principal Investigator | Thailand Science Research and Innovation (Fundamental Fund) | 2024
- **Ugly Veggies Plus**  
Co-Investigator | Office of National Higher Education, Science, Research, and Innovation Policy Council (PMU-C) | 2024
- **Eco-Fashion and Green Consumers in ASEAN**  
Principal Investigator | Thailand Science Research and Innovation (Fundamental Fund) | 2024
- **Exploring Green Consumption Behaviors**  
Principal Investigator | Thailand Science Research and Innovation (Fundamental Fund) | 2023

- **Circular X Creative Economy**  
Principal Investigator | Office of National Higher Education, Science, Research, and Innovation Policy Council (PMU-C) | 2022
- **Agri-Waste Management Platform**  
Principal Investigator | PMU-C | 2022
- **Ugly Veggies – Circular Economy Model for Food Supply Chains**  
Principal Investigator | Thailand Research Fund (Environment Platform) | 2022
- **Electronic Platform for Financial Feasibility of Innovative Products**  
Subproject Leader | Thailand Research Fund (BCG Economy Platform) | 2021
- **Functional Soymilk Products Market Study**  
Principal Investigator | Thailand Science Research and Innovation (Fundamental Fund) | 2021

#### PEER-REVIEWED JOURNAL ARTICLES

1. Oktaviani, R. D., Naruetharadhol, P., Padthar, S., & **Ketkaew, C.** (2024). Green Consumer Profiling and Online Shopping of Imperfect Foods: Extending UTAUT with Web-Based Label Quality for Misshapen Organic Produce. *Foods*, 13(9), 1401.
2. Padthar, S., & **Ketkaew, C.** (2024). Co-Creation as Open Innovation and Its Impact on Environmental Performance: Comparative Insights from University and Vocational Students. *Journal of Open Innovation: Technology, Market, and Complexity*, 100400.
3. **Ketkaew, C.**, Oktaviani, R. D., Padthar, S., Leraanansaksiri, R., Meethonglang, T., & Hanna, A. (2024). Enhancing sustainable food innovation through consumer participatory co-creation: A case study on plant-based dietary snack bars in Thailand. *Future Foods*, 10, 100433.
4. Wongsachia, S., Naruetharadhol, P., Pienwisetkaew, T., Gawborisut, S., & **Ketkaew, C.** (2024). Unleashing customer empathy in the circular economy: Development of a high-calcium fish sausage prototype from fermented fish residue. *Future Foods*, 9, 100291.
5. Srisathan, W. A., **Ketkaew, C.**, Jantuma, N., & Naruetharadhol, P. (2024). Trust and website conversion in consumer responses to green product purchasing: A new perspective through the lens of innovative website Design's technology integration. *Heliyon*, 10(1).
6. Jantuma, N., Ruangchai, S., **Ketkaew, C.**, & Naruetharadhol, P. (2023). Sustainability assessment for Thai mango: The environmental impact and economic benefits from cradle-to-grave. *Journal of Infrastructure, Policy and Development*, 7(3).
7. Srisathan, W. A., **Ketkaew, C.**, & Naruetharadhol, P. (2023). Assessing the effectiveness of open innovation implementation strategies in the promotion of ambidextrous innovation in Thai small and medium-sized enterprises. *Journal of Innovation & Knowledge*, 8(4), 100418.
8. Srisathan, W. A., **Ketkaew, C.**, Phonthanukitithaworn, C., & Naruetharadhol, P. (2023). Driving policy support for open eco-innovation enterprises in Thailand: A probit regression model. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(3), 100084.
9. Schrank, J., Hanchai, A., Thongsalab, S., Sawaddee, N., Chanrattanagorn, K., & **Ketkaew, C.** (2023). Factors of food waste reduction underlying the extended theory of planned behavior: A study of consumer behavior towards the intention to reduce food waste. *Resources*, 12(8), 93.

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## CONFERENCE PRESENTATIONS

- **Oral Presentation:** International Conference on Chinese-ASEAN Sustainable International Community | 2016  
*Topic: The Relationship between Mobile Banking Service Quality and Customer Satisfaction*
- **Oral Presentation:** World Conference on Technology, Innovation and Entrepreneurship | 2015  
*Topic: Determinants of International College Student's Performance in Mathematics*
- **Oral Presentation:** International Conference on Sustainable Community Development | 2014  
*Topic: Relationship between Mathematical Skills for Business Application and Characteristics of International College Students*
- **Oral Presentation:** International Conference on Sustainable Community Development | 2013  
*Topic: Effect of Trade Liberalization on Income Distribution of Agricultural-Based Countries*